

AHPA Queensland Branch - Operational Plan 2018-2022

Endorsed: QLD Branch Executive Committee on 9 August 2018

Review Date: July 2020 (annually thereafter)

The Australian Health Promotion Association (AHPA) is the only professional association in Australia specifically for people interested or involved in the practice, research and study of health promotion.

AHPA's Vision

Leadership in Health Promotion

AHPA's Purpose

To advance the health of all people in Australia through leadership, advocacy and support for health promotion action in practice, research, evaluation and policy.

To achieve AHPA's vision and purpose, AHPA is committed to the following principles and priorities:

Principles:

- Ethical practice – Supporting culturally informed, participatory, respectful and safe practice
- Health equity – Addressing the social determinants of health in order to build health equity
- Innovative and evidence informed approaches – Promoting and supporting evidence informed research, policy and practice
- Collaboration – working in partnership with other organisations to improve health and wellbeing.

Priorities:

- A highly skilled and sustainable health promotion workforce
- Effective advocacy for health promotion issues
- A strong and responsive professional organisation.

The Queensland Branch has developed an Operational Plan 2018-2022 that sets out strategies, actions, responsibilities and measures of success which will be implemented and monitored over the next five years by the Queensland Branch's Executive Committee. This Plan builds on previous versions of Queensland Branch's Operational Plans and has been developed and informed by the 2017 Branch Executive Committee.

It has been developed as a Queensland based Operational Plan and aligns to the National Strategic Plan 2014-2018 and Operational Plan 2014-2018, which underpins AHPA's vision, purpose, principles, priorities, and governance.

The Queensland Branch's Operational Plan has modified the national focus areas based on local needs to reflect the state level priorities for Queenslanders. The Operational Plan is designed as a tool to guide the activity of the Queensland Branch over the next five years, however, is flexible and able to respond to changes or opportunities as they arise.

Queensland Branch's Vision

To improve the health status of Queenslanders by building the leadership capacity of our members and making health promotion a priority.

To achieve this vision, the Queensland Branch is committed to the following **Key Focus Areas**:

1. Build health promotion leadership, advocacy capacity and action for change
2. Professional development, scholarships and professional events
3. Membership, communication and governance

While there are more than 1000 members and subscribers at a National level, the AHPA Queensland Branch has more than 130 members drawn from Government departments and agencies, universities, non-government organisations, community-based organisations and groups, private companies and industries, and students. It is important to the Queensland Branch that all our members across the state receive the benefits of being an AHPA member.

1.0 Key Focus Area: Build health promotion leadership, advocacy capacity and action for change

| Objective | Strategy | Activities | Performance Indicator (PI) | Working Group | Budget | Timeline |
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| To build the awareness and understanding of the importance of health promotion amongst the public | <p>Inform and engage with the broader public on contemporary issues that relate to health promotion and public health</p> <p>Encourage Committee and Branch members to engage, share and critically review health promotion issues and topics via</p> | <p>Consolidate relevant public health and health promotion information and topics that increase the public's understanding of health promotion and what activities across Queensland are happening</p> <p>Twitter: QLD Branch to participate in National Twitter Roster - @AHPA</p> <p>Facebook:</p> | <p>Twitter: Number of Twitter posts, retweets, new followers and comments posted in months QLD host Twitter account</p> <p>Analytics / engagement comparisons between QLD Branch and other months</p> <p>Facebook:</p> | <p>Lead: Advocacy and Communication Subcommittee</p> <p>Support: QLD Executive Members (roster)</p> | NIL | <p>Twitter: Biannually (two months across the year as per national AHPA roster)</p> <p>Facebook: Monthly</p> |

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| | social media platforms | Executive members to post to Facebook weekly QLD Branch section of AHPA website: Update the QLD Branch webpage AHPA YouTube: Upload professional development recordings to YouTube where appropriate | Number of Facebook posts, new followers and comments posted across each month Analytics / engagement comparisons across the different post topics QLD Branch section of AHPA website: Number of people accessing the QLD Branch webpage AHPA YouTube: Number of people accessing the QLD Branch YouTube uploads | | | QLD Branch section of AHPA website: Biannually – July and January yearly AHPA YouTube: When appropriate |
| To increase advocacy and address key health promotion issues across Queensland | Promote the health promotion responses to public health issues and establish AHPA QLD advocacy goals annually | Develop advocacy goals and activities for AHPA QLD Branch and proactively identify public health and health promotion issues Develop position statements that address specific public health issues Promote AHPA QLD Branch position statements and responses to public issues to members and to the broader community via website, eBulletin and social media | Advocacy goals and plan developed and endorsed by QLD Executive Committee members Position statements developed and endorsed by QLD Executive Committee members Promotion of activities using communication tools where appropriate | Lead: Advocacy and Communication Subcommittee Support: QLD Executive Members (roster) | NIL | Advocacy goals and position statements: Developed by December 2018 Updated bi-annually Promotion: Ongoing |
| To enhance partnership with Public Health Association of | Strengthen alliance with PHAA through joint networking and advocacy opportunities | Identify QLD Branch Committee member to attend PHAA QLD Branch meetings | Number of PHAA QLD Branch meetings that a QLD Branch Committee attends | Lead: QLD Branch Committee member | NIL | Meetings: Ongoing |

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| Australia QLD Branch | | PHAA QLD Branch representative attend QLD Branch Committee meetings | Number of QLD Branch Committee meetings that a PHAA QLD Branch representative attends | | | |
| To enhance partnership with other health promotion or public health associations or organisations | Develop partnerships and engage with other leading organisations and associations Strengthen AHPA QLD Branch's advocacy activities and action for change by partnering with other organisations and associations | Identify organisations and associations that influence and lead public health and health promotion in Queensland Identify advocacy activity and action for change opportunities Establish partnership governance structure, including partnership agreement if required Develop communication materials to promote partnership outcomes | Number of partnerships developed Number of advocacy activities and action for change activities completed in partnership Number of partnerships agreements developed Number of activities and outcomes promoted using communication tools | Lead: Advocacy and Communication Subcommittee | NIL | Identify organisations and association: December 2018 Advocacy activities and action for change: Ongoing Partnership agreements: When required Promotion: Ongoing |
| To enhance skills and knowledge of best-practice health promotion, through the distribution of contemporary and relevant information and professional development | Promote best practice examples, activities, events and professional development opportunities | Identify best practice health promotion examples; activities; events and professional development opportunities Promote best practice health promotion examples; activities; events and professional development opportunities to AHPA QLD Branch members and to the broader community via website, eBulletin and social media | Number of topics and issues identified Number of topics and issues promoted | Lead: Professional development, events and scholarships subcommittee Support: Advocacy and Communication Subcommittee | NIL | Ongoing |

2.0 Key Focus Area: Professional development, scholarships and professional events

| Objective | Strategy | Activities | Performance Indicator (PI) | Working Group | Budget | Timeline |
|---|--|--|---|--|---|--|
| To facilitate professional development opportunities and events that meet member needs | <p>Assess and respond to professional development needs identified in members' survey</p> <p>Investigate innovative technologies for the delivery of professional development, for example podcasts, webinar platform & resources available via website</p> <p>Deliver professional development opportunity or event</p> | <p>Analyse the outcomes of the 2017 members' survey to identify what topics and type of professional development is needed</p> <p>Identify venue/teleconference; costs (budget projections); and professional expertise to deliver the professional development opportunity or event</p> <p>Develop and conduct biennial members' surveys to ensure the members' needs are being met</p> | <p>Number of professional development opportunities or events provided in response to identified needs</p> <p>Professional development opportunity or event planned effectively, including budget projections</p> <p>Number of members' surveys developed and conducted</p> | Lead: Professional development, events and scholarships subcommittee | To be determined and supported by the Committee | <p>Professional development opportunity or event: Twice yearly</p> <p>Members' survey: Every two years</p> |
| Enhance partnership with other health promotion or public health associations or organisations | Collaborate with partner agencies (such as PHAA, DAA, Cancer Council, AEA, and other NGOs) to maximize | Encourage AHPA members to attend co-facilitated events and professional development activities | Number of co-facilitated events and professional development activities | Lead: Professional development, events and scholarships subcommittee | To be determined and supported by the Committee | Professional development opportunity or event: Twice yearly |

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| | professional development outputs | | | | | (NB: same as above, not in addition to) |
| Support IUHPE Health Promotion Practitioner Registration Model | Advocate and promote the importance of a registered health promotion workforce across agencies and organisation | Encourage AHPA members to become IUHPE registered | Number of advocacy activities, for example letters and presentations, that increases the number of AHPA non-registered members and non-AHPA members to become registered AHPA members | Lead: Advocacy and Communication Subcommittee | NIL | Advocacy activities: Quarterly |
| | | Encourage non-AHPA members to become AHPA members and IUHPE registered | Number of advocacy activities targeting employers to encourage the workforce to become registered health promotion practitioners | | | Advocacy activities: Quarterly |
| | | Encourage employers to promote the importance of IUPHE registration to their workforce and encourage employers to include IUPHE registration as a highly desirable when recruiting employees to health promotion roles | Number of promotional activities using communication tools | | | Promotion: Ongoing |
| | Identify and deliver eligible CPD activities for members who become register Health Promotion Practitioners | When delivering a professional development session, workshop or event ensure that members who complete this event are eligible to obtain CPD hours | Number of professional development session, workshop or events | Lead: Professional development, events and scholarships subcommittee | To be determined and supported by the Committee | Professional development opportunity or event: Twice yearly |
| | | Ensure certificate attainment after professional development sessions, workshop or event outlined the eligible CPD hours | Number of eligible CPD hours that members have the opportunity to be involved in | | | Professional development opportunity or event: Twice yearly |
| | | | Number of certificates and total number of collated hours provided to AHPA members, non-AHPA | | | |

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| | | Liaise with Branch Presidents and National to discuss opportunities for nationally-led professional development sessions, workshops and events to support CPD hours and promote registration | members and registered members Number of Branch Presidents meetings that the nationally-led professional development sessions, workshops and events that support CPD hours and promote registration is discussed | Support: QLD Branch President and National | NIL | Branch Presidents meeting: Ongoing |
| To recognise health promotion leadership and excellence | Acknowledge and award leadership and excellence awards | Establish criteria for the annual President's award, and review the criteria annually Award the President's award to the successful recipient | A President's Award is awarded annually | Lead: President Support: Vice President/s | \$50 gift voucher and certificate | Annually in December Annually during the QLD Branch General Meeting |
| | | Establish criteria for reviewing AHPA Conference scholarships (criteria for a student, general member and Aboriginal or Torres Strait Islander member) Review the scholarship criteria annually Establish a reviewing panel, with one non-Queensland panel member, to review the scholarship applications and identify the successful recipients Promote the scholarship opportunities through the Branch's communication tools, especially targeting Aboriginal or Torres Strait Islander scholarship opportunities | Two QLD Branch conference scholarship offered annually Number of promotional activities using communication tools (ebulletins and Facebook) | Lead: Professional development, events and scholarships subcommittee Support: Advocacy and Communication subcommittee | \$1,000 per scholarship NIL | Scholarship process: Annually approximately 6 months prior to the National Conference Promotion: Annually – ongoing three months prior to the National Conference |

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| <p>To support the AHPA National Mentoring program</p> | <p>Facilitate mentoring partnerships for current and future leaders in health promotion</p> | <p>Promote annual mentoring program through all communications tools used by AHPA QLD Branch</p> <p>Promote and encourage QLD Branch Committee members to be involved in the program</p> | <p>Number of times the mentoring program is promoted using communication tool, including social media, e-bulletins and QLD Branch's webpage</p> <p>Number of QLD Branch members who are either a mentor or mentee</p> | <p>Lead: Advocacy and Communication subcommittee</p> | <p>NIL</p> | <p>Ongoing (until National Program ceases)</p> |
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3.0 Key Focus Area: Membership, communication and governance

| Objective | Strategy | Activities | Performance Indicator (PI) | Working Group | Budget | Timeline |
|---|---|---|--|---|------------------|--|
| To communicate more frequently with members on issues of interest and relevance | Promote all relevant information and health promotion and public health issues, including events, jobs and professional development opportunities | Develop and maintain fortnightly e-bulletin for members | E-bulletin developed and disseminated fortnightly | Lead: Advocacy and Communication subcommittee | NIL | Fortnightly across the year |
| | Promote all QLD Branch Committee documents to members | Establish a process for loading documents onto the QLD Branch section of the website Include links to the documents in the fortnightly e-bulletin | Documents loaded onto Members Only section of website Information disseminated to members | Lead: Secretary Support: Advocacy and Communication subcommittee | NIL | Ongoing |
| | Promote award recipients on the AHPA QLD Website and via social media | Add Award recipient detail onto website and social media | Award recipient details updated on website | Lead: Advocacy and Communication subcommittee | NIL | Annually |
| To increase AHPA QLD Branch membership & To increase the conversion of domestic student | Promote AHPA membership benefit to the broader health professionals | Workforce: Develop communication tools and promotional information that targets health professionals to become AHPA members Develop a directory of key contacts across organisations and entities that | Workforce: Number of times promotional activities delivered to non-AHPA members Update the directory annually | Lead: Advocacy and Communication subcommittee | To be determined | AHPA membership promotion: Ongoing |

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| <p>memberships to full time membership</p> | <p>Encourage Public Health and Health Promotion lecturers at each Queensland University to promote AHPA membership to their students</p> <p>Promote AHPA membership benefits to students and graduating students during orientation week</p> | <p>have health promoting and public health positions within their workforce</p> <p>Students: Develop communication tools and promotional information that targets students to become AHPA members</p> <p>Develop a directory of public health and health promotion lecturers and tutors from all Queensland universities</p> <p>Develop a generic e-mail that can be sent to university lecturers and tutors to promote the benefits of AHPA membership to students, including electronic brochure and 2-3 lecture slides</p> <p>Develop and disseminate email reminder to lecturers with electronic brochure outlining AHPA membership benefits and student information</p> | <p>Number of times promotional activities delivered to public health and health promotion lecturers and tutors</p> <p>Update the directory annually</p> <p>Generic email developed</p> <p>2-3 promotional slides developed</p> <p>Electronic brochure developed</p> <p>Number of times the generic email and reminder emails sent to lecturers and tutors</p> | | | <p>Health promotion and public health lecturers: One month prior to university semester commencement (if capacity exist)</p> <p>Student membership promotion: Twice yearly during orientation</p> |
| <p>Ensure QLD Branch is operating in an effective and efficient manner through good governance processes</p> | <p>Delegate QLD Branch tasks to Committee Members</p> | <p>Subcommittees developed, and deliverables achieved</p> <p>Tasks appropriately delegated</p> <p>Review QLD Branch documents such as Branch Orientation Manual, Policies and Procedures Manual,</p> | <p>Activities outlined in Operational Plan progressed and achieved</p> | <p>Lead: President and Vice President</p> | <p>NIL</p> | <p>Ongoing</p> |

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| | | financial documents and Operational Plan | | | | |
| | Succession planning for executive roles for QLD Branch Committee | Investigate methods of identifying and developing future AHPA leaders Implement appropriate methods to identify and develop future AHPA leaders Develop QLD Branch committee electronic nomination forms | Number of QLD Branch Committee members identifying interest in leadership roles Number of times leadership roles have been promoted | Lead: President and Vice President Support: All Committee members | NIL | Ongoing |
| | QLD Branch Committee meeting held every six weeks. Minutes and actions to be completed within a timely manner All administrative documents uploaded and managed in Board Effect | A minimum of eight Committee meetings held annually, including a QLD Branch General Meeting A minimum of eight Committee meeting minutes to be disseminated to Committee members All documents, including policies, developed by QLD Branch to be uploaded and updated (if required) | Number of meetings held, and minutes disseminated Uploading and monitoring of all QLD Branch documents | Lead: All Committee members Lead: Secretariat Lead: All Committee members | NIL | Six weekly Six weekly Ongoing |
| Develop and maintain two-way communication between National and QLD Branch Executive | Promote the activities and achievements of the QLD Branch to all AHPA members | Provide QLD Branch update for the quarterly AHPA National newsletter edition | Four QLD Branch Updates submitted to AHPA National | Lead: Advocacy and Communication subcommittee | NIL | Quarterly |
| | Branch President to maintain presence on | QLD Branch President attends monthly meetings | Number of AHPA National meetings attended | Lead: President | NIL | Monthly |

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| | Branch Presidents' Working Group | Update from Branch Presidents' meeting provided to QLD Branch Committee members Contribute to national policies and documents | Number of national policies or documents that the QLD Branch has contributed to | | | Ongoing When required |
| Maintain financial security and accountability for the QLD Branch | Assign budget to QLD Branch Operational Plan | Develop annual Branch budget and financial projections for the future year's activities Ensure all invoices are processed for payment in a timely manner Communicate financial accountability to the QLD Branch Committee members | Annual budget and financial projections developed Invoices paid Treasurer update provided at QLD Branch Committee meetings | Lead: Treasurer | NIL | Annually in December Monthly Six weekly |