



Government of **Western Australia**  
Department of **Health**

# Western Australian Health Promotion Strategic Framework

## 2017–2021

In brief

## The WA Health Promotion Strategic Framework 2017–2021

The *WA Health Promotion Strategic Framework 2017–2021* (WA HPSF) sets out the WA Department of Health’s strategic directions and priorities for preventing chronic disease and injury over the 2017-2021 period. The goal is to lower the incidence of avoidable chronic disease and injury in WA through improvements in health behaviours and environments. The framework targets people who are well and those at risk of becoming sick or injured.

### Chronic disease and injury in WA

Chronic diseases are health conditions that can have a number of contributing factors, develop gradually, and have long-lasting effects. Cardiovascular disease, type-2 diabetes and lung cancer are all common chronic diseases.

Almost one-third of the burden of disease in the Australian population in 2011 could have been prevented by reducing exposure to modifiable risk factors...

Injuries, on the other hand, refer to sudden physical harm to the body caused by forces (e.g. a fall or a road crash) or an event (e.g. drowning or poisoning). Chronic disease and injury are often targeted together in health promotion because of the overlap between them. For example,



Injuries are responsible for around 1,000 deaths, 50,000 hospitalisations and more than 250,000 emergency department presentations each year in WA

alcohol use can increase the risk of injury in the short-term (e.g. through road traffic crashes) but also the risk of chronic disease in the long-term (e.g. through cardiovascular disease and some cancers).

While most people in WA enjoy good health, there is room for improvement. Some groups are at greater risk of chronic disease and injury than the general population, such as Aboriginal people and people with mental health issues. The ageing population in WA will create new challenges for the WA health system as well. Targeting risk factors for chronic disease and injury in WA can improve health, lower costs and reduce pressure on our hospitals.

### Priorities of the WA HPSF

The WA HPSF promotes healthier, safer lifestyles. Smoking, poor diet, being overweight or obese, harmful alcohol use, physical inactivity and injury are leading preventable causes of ill-health and death in WA, and are the six priority areas in the WA HPSF.

## Priorities of the *WA Health Promotion Strategic Framework 2017–2021*



### **CURBING THE RISE IN OVERWEIGHT AND OBESITY**

Promote surroundings that help people to achieve and maintain a healthy weight; prevent and reverse childhood overweight and obesity; motivate behaviour to achieve and maintain a healthy weight among adults.



### **HEALTHY EATING**

Foster surroundings that promote and support healthy eating patterns; increase availability and access to quality, affordable nutritious food; increase the knowledge and skills to make it easier to choose a healthy diet.



### **A MORE ACTIVE WA**

Promote surroundings that support physical activity and reduce too much sitting down; help make it easier for people to do physical activity; increase understanding of benefits of physical activity and encourage activity at all ages; encourage people to cut down on being sedentary.



### **MAKING SMOKING HISTORY**

Continue efforts to lower smoking rates; prevent exposure to second-hand smoke where other people's health can be affected; reduce smoking in groups with higher smoking rates; improve regulation of contents of tobacco, information about what's in tobacco, and sales to children; monitor emerging products and trends.



### **REDUCING HARMFUL ALCOHOL USE**

Change community attitudes towards alcohol use; influence the supply of alcohol; reduce demand for alcohol.



### **PREVENTING INJURY AND PROMOTING SAFER COMMUNITIES**

Protect children from injury; prevent falls in older people; reduce road crashes and road trauma; improve safety in, on and around water; reduce violence; develop the injury prevention and safer communities sector; monitor emerging issues in injury prevention.

## Guiding principles and domains for action

The *WA HPSF* is supported by four **guiding principles**. These guiding principles are:

1. *Use comprehensive, whole-of-population approaches* – these are a key part of health promotion that enable population-level improvements in health
2. *Work in partnership and build capacity* – this helps like-minded agencies to combine their efforts and develop a strong and sustainable health promotion culture
3. *Take a life-course approach* – this enables interventions to target chronic disease and injury early but also target populations at key stages in life and into older age
4. *Promote equity and inclusivity* – this helps to support populations with poorer health outcomes and reduce health inequalities

The *WA HPSF* also proposes a range of **domains for action**, which show how health promotion can be used in different ways to help improve people's health:

- Healthy policies
- Legislation and regulation
- Economic interventions
- Supportive environments
- Public awareness and engagement
- Community development
- Targeted interventions
- Strategic coordination, building partnerships and workforce development.

## Monitoring progress

The WA Department of Health measures changes in chronic disease and injury using state and Australian data, but sometimes improvements in these measurements can only be seen after many years. Over the next five years, the Department will look for ways to capture earlier signs that Western Australians are being helped to better health by finding ways to measure things like:

- relevant health-promoting policies across government and non-government
- development of links between people and agencies that work in health promotion and a higher level of skills and capacity
- changes to the environment (built, natural, food and others)

## **If you would like the full version...**

This document is a summary of the *WA Health Promotion Strategic Framework 2017–2021*.

The full version can be found on the *WA HPSF* [web page](#).

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