

Health and Wellbeing Strategic Framework

2017 to 2026

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For more information contact:

Preventive Health Branch, Department of Health, GPO Box 48, Brisbane QLD 4001,
email PHD_dchocorro@health.qld.gov.au, phone (07) 3328 9039.

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Contents

Summary.....	3
Goal	4
Objectives.....	4
The need for action	4
Unhealthy behaviours.....	4
Broad view – influencing behaviour.....	5
Multi-strategy approach.....	5
Pathway to a healthier Queensland.....	5
Monitoring performance and reporting	7
Related strategies and plans.....	9

Figures

Figure 1 Broad view: factors and strategies that influence healthy behaviours.....	10
Figure 2 Pathway to a healthier Queensland – medium to long-term outcomes.....	11

Summary

Good health and wellbeing has many benefits for individuals and families. It also leads to greater productivity, a stronger economy, reduced inequalities and less demand for health and social services.

Giving all our children a great start and keeping Queenslanders healthy are goals of *Our Future State: Advancing Queensland's Priorities*.¹ Furthermore, *My health, Queensland's future: Advancing health 2026* sets an ambitious vision of making Queenslanders among the healthiest people in the world.² Effective prevention and health promotion is vital to achieving these goals and vision.

The *Health and Wellbeing Strategic Framework 2017 to 2026* provides a prevention-focused pathway for the improved health for all Queenslanders. The framework focuses on the key modifiable behaviours of unhealthy eating, physical inactivity, tobacco smoking, and unsafe sun exposure.

The strategic framework promotes integrated and complementary actions across multiple strategies which have been shown to make a difference. Progress towards the achievement of ambitious 2020 and 2026 targets will be monitored and reported.



Goal

To increase the proportion of Queenslanders who adopt healthy behaviours and reduce unhealthy behaviours.

Objectives

Healthy environments—to create healthier places where people live, work, learn and play to support Queenslanders to live healthier lives.

Empowered people—to empower Queenslanders with the knowledge, skills, positive attitudes and motivation to live healthy lives; and promote community norms and values consistent with better health and wellbeing.

The need for action

While many Queenslanders are living longer due to gains in average life expectancy—living longer can also mean spending more time with illness that is largely caused by chronic diseases such as cardiovascular disease, type 2 diabetes, high blood pressure, and some cancers.³

Tobacco smoking, poor diet, physical inactivity, overweight and obesity all significantly contribute to chronic diseases and reduced life expectancy in Queensland.

Chronic disease impacts on the health system, the health and wellbeing of the community, and the economy. Health expenditure costs in Queensland associated with chronic diseases were estimated to be \$9.6 billion in 2011–12 (most recent estimate).³

The financial benefits to the Australian economy of realistic reductions in the prevalence of chronic disease risk factors have been conservatively estimated to be \$2.3 billion over the lifetime of the 2008 population.⁴ Two-thirds would result from reduced health sector costs, and one-third from financial benefits associated with reduced workforce productivity losses and household costs.

Unhealthy behaviours

Reducing unhealthy behaviours and increasing healthy habits across the population is an effective way of reducing the chronic disease burden.

The most significant unhealthy behaviours are tobacco smoking, poor diet and physical inactivity. Skin cancer prevention remains a priority as Queensland has the highest rates of melanoma in the nation, with Australian rates alongside New Zealand, the highest in the world.

Unhealthy behaviours and diseases are not equally distributed across the population, with socioeconomically disadvantaged groups and Aboriginal and Torres Strait Islanders having a higher burden of disease.³

Broad view – influencing behaviour

Many factors combine to influence human behaviour. The relationships between these factors and environments are often complex and cumulative.⁵

Behaviours are shaped by individual characteristics such as genetics, knowledge, skills and attitudes, as well as the places where people live, socioeconomic status, education level, and relationships with family, peers and the wider community.⁵

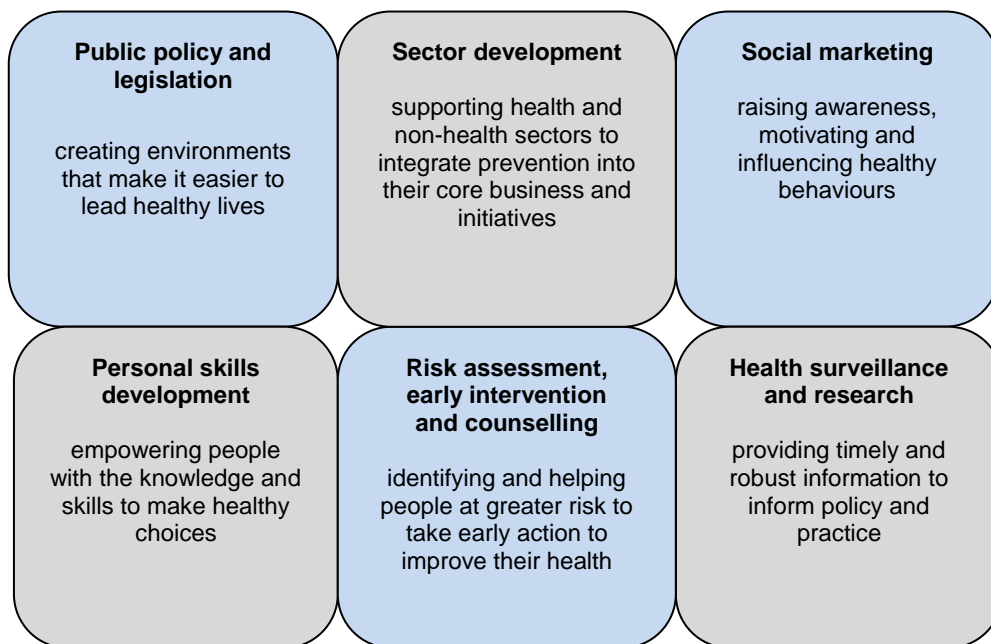
Other influencing factors include social and cultural norms and values; megatrends (e.g. globalisation, digital technology and demand for personalised services); regulations, policies and facilities in our schools, workplaces and neighbourhoods; and government policies and legislation that influence social and physical environments.

Figure 1 shows this complex interplay.

Multi-strategy approach

A multi-strategy approach which recognises and is responsive to broader societal factors can significantly contribute to the achievement of healthy behaviour change.

The six integrated strategies below are informed by evidence-based recommendations for influencing broad and sustainable health improvements.



Pathway to a healthier Queensland

Achieving behavioural change is often difficult and complex.⁵ Tangible improvement towards healthy behaviours is incremental and evidence of change accumulates over the medium to long term. Figure 2 is the pathway (or program logic model) for incremental change and improved health and social outcomes.

For the period 2017 to 2020, specific strategies have been developed for healthy weight, smoking prevention, and skin cancer prevention. They include analysis of the latest prevalence data and 10-year trends, as well as action plans with universal and targeted actions to be delivered over the coming years.

The Queensland Government is also creating a public health commission. Once established, this statutory body will bring new insights and innovative ways of working. The commission will supplement the efforts of agencies already involved in improving the health and wellbeing of children and families.

Guiding principles for the implementation of strategies and actions include:

- Using a systems approach which engages sectors outside the health system, identifies key leverage points and facilitates new opportunities to improve health.
- Building capacity by developing individual skills, strengthening community action and enabling organisations to create healthy environments and empowered people.
- Reducing inequity through addressing the differences in health status in the community by recognising and responding to the needs of those groups whose health is poorest, and who are most likely to miss out on opportunities to be healthy.
- Building knowledge by developing effective ways to share information and measure collective impact.

Stronger partnerships and deeper engagement with a range of agencies and sectors will inform, guide and facilitate implementation. Key agencies and sectors include:

- Proposed Queensland public health commission
- Australian Government
- Queensland Government departments and agencies
- Local government
- Hospital and Health Services
- Aboriginal community-controlled health services
- Primary Health Networks
- health research networks
- non-government organisations
- academia, education and training
- industry and businesses.

Monitoring performance and reporting

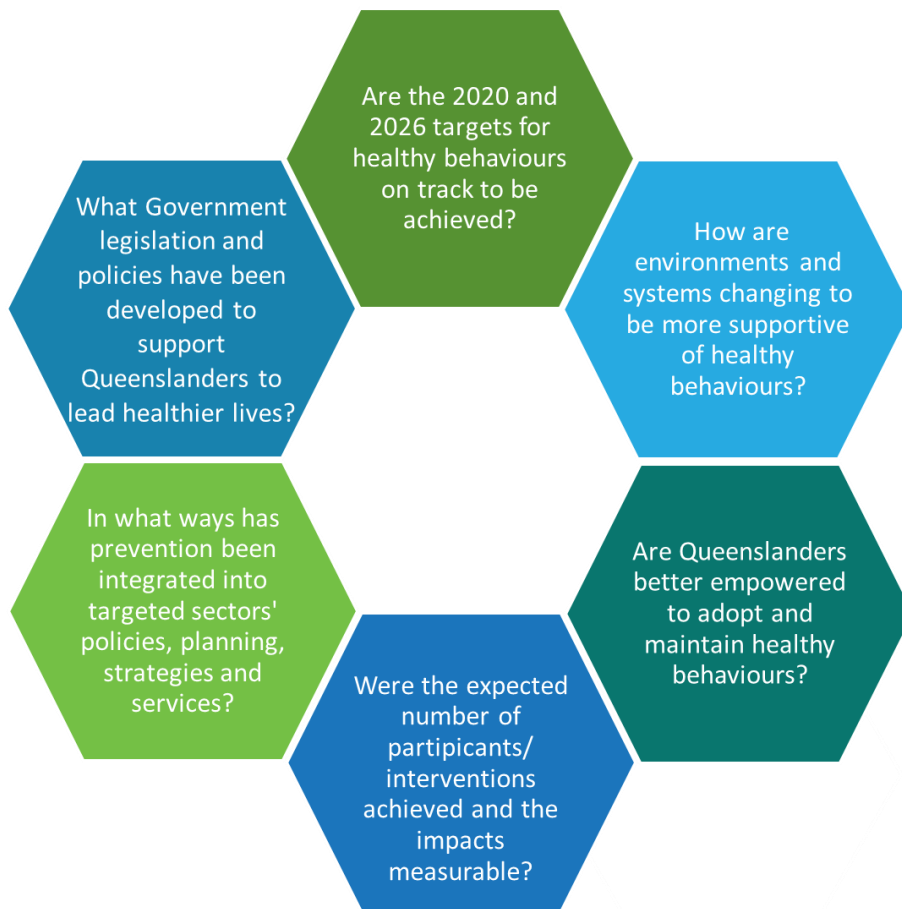
A *Performance Measurement Strategy* will be used to monitor and report on the outputs, impacts and outcomes of the *Health and Wellbeing Strategic Framework 2017 to 2026*.

Specific childhood and adult targets have been set for 2020 and 2026. These targets are ambitious but essential for achieving improved health and wellbeing in Queensland.

		2020 Targets	Numbers needed to reach 2020 Targets*	2026 Targets	Numbers needed to reach 2026 Targets*
Children	Increased healthy weight	69% healthy weight (2014–15: 66%)	29,000 more healthy weight children	73% healthy weight	63,000 more healthy weight children
	Reduced overweight and obesity	23% overweight or obese (2014: 24%)	11,000 fewer overweight or obese children	22% overweight or obese	23,000 fewer overweight or obese children
	Improved physical activity	43% children active every day (2014: 39%)	34,000 more children active every day	47% children active every day	74,000 more children active every day
	Increased fruit consumption	74% eating recommended fruit serves daily (2014: 67%)	59,000 more children eating recommended fruit serves daily	80% eating recommended fruit serves daily	128,000 more children eating recommended fruit serves daily
	Increased vegetable consumption	7% eating recommended vegetable serves daily (2014: 6%)	5,000 more children eating recommended vegetable serves daily	8% eating recommended vegetable serves daily	18,000 more children eating recommended vegetable serves daily
	Improved sun protection	51% practicing sun protection behaviours (2014: 47%)	41,000 more children using 30+ sunscreen, wearing broad brimmed hats and protective clothing	56% practicing sun protection behaviours	90,000 more children using 30+ sunscreen, wearing broad brimmed hats and protective clothing
Adults	Reduced daily smoking	10% smoking daily (2014:14%)	157,000 fewer adults smoking daily	8% smoking daily	277,000 fewer adults smoking daily
	Increased healthy weight	37% healthy weight (2014–15: 35%)	69,000 more healthy weight adults	39% healthy weight	154,000 more healthy weight adults
	Reduced overweight and obesity	55% overweight or obese (2014: 58%)	114,000 fewer overweight or obese adults	52% overweight or obese	255,000 fewer overweight or obese adults
	Improved physical activity	65% physically active (2014: 60%)	217,000 more adults becoming active	71% physically active	474,000 more adults becoming active
	Increased fruit consumption	64% eating recommended fruit serves daily (2014: 58%)	231,000 more adults eating recommended fruit serves daily	70% eating recommended fruit serves daily	515,000 more adults eating recommended fruit serves daily
	Increased vegetable consumption	11% eating recommended vegetable serves daily (2014: 10%)	41,000 more adults eating recommended vegetable serves daily	13% eating recommended vegetable serves daily	136,000 more adults eating recommended vegetable serves daily
	Improved sun protection	24% practicing sun protection behaviours (2015: 22%)	87,000 more adults using 30+ sunscreen, wearing broad brimmed hats and protective clothing	26% practicing sun protection behaviours	194,000 more adults using 30+ sunscreen, wearing broad brimmed hats and protective clothing

* Than there would have been if no behaviour change had occurred since 2014 (2015 for sun protection) baseline.

The Performance Measurement Strategy also addresses the key evaluation questions below.



An annual progress report will be produced within three months of the end of each financial year. The Department uses various channels to share information including the online Queensland Survey Analytics System (QSAS), conferences, forums, teleconferences and reports published on the Queensland Government website.

The biennial Report of the Chief Health Officer of Queensland also provides a publicly available assessment of the health status of the population.

Related strategies and plans

The *Health and Wellbeing Strategic Framework 2017 to 2026* also works in tandem with other health strategies and plans that address issues such as mental health, health protection, alcohol and drug use, or the specific needs of population groups. These include:

- ***Our Future State: Advancing Queensland's Priorities*** provides a whole-of-government plan for addressing the major challenges facing our State. Giving all our children a good start and keeping Queenslanders healthy are leading priorities for the Queensland community.
- ***National Strategic Framework for Chronic Conditions*** provides national direction applicable to a broad range of chronic conditions by recognising that there are often similar underlying principles for the prevention and management of many chronic conditions.
- ***My health, Queensland's future: Advancing health 2026*** gives a focus and process to identify and harness advances critical to the future wellbeing of Queenslanders.
- ***Immunisation Strategy 2017–2022*** provides a state-wide framework for addressing vaccine-preventable disease in Queensland.
- ***Making Tracks towards closing the gap in health outcomes for Indigenous Queenslanders by 2033; policy and accountability framework*** articulates the vision for closing the health gap by 2033.
- ***Making Tracks investment strategy 2015–2018*** builds on the achievements of previous years and details key actions that will be undertaken by the Queensland Government.
- ***Queensland Sexual Health Strategy 2016–2021*** aims to support optimal reproductive health and healthy and safe sexual experiences, and provide services responsive to the needs of all Queenslanders. It is supported by:
 - HIV Action Plan 2016–2021
 - Hepatitis B Action Plan 2016–2021
 - Hepatitis C Action Plan 2016–2021
 - North Queensland Aboriginal and Torres Strait Islander Sexually Transmissible Infections Action Plan 2016–2021
- ***Queensland Mental Health, Drug and Alcohol Strategic Plan 2014–2019*** sets a path towards improving mental health and wellbeing for all Queenslanders.

Figure 1: Broad factors and strategies that influence healthy behaviour

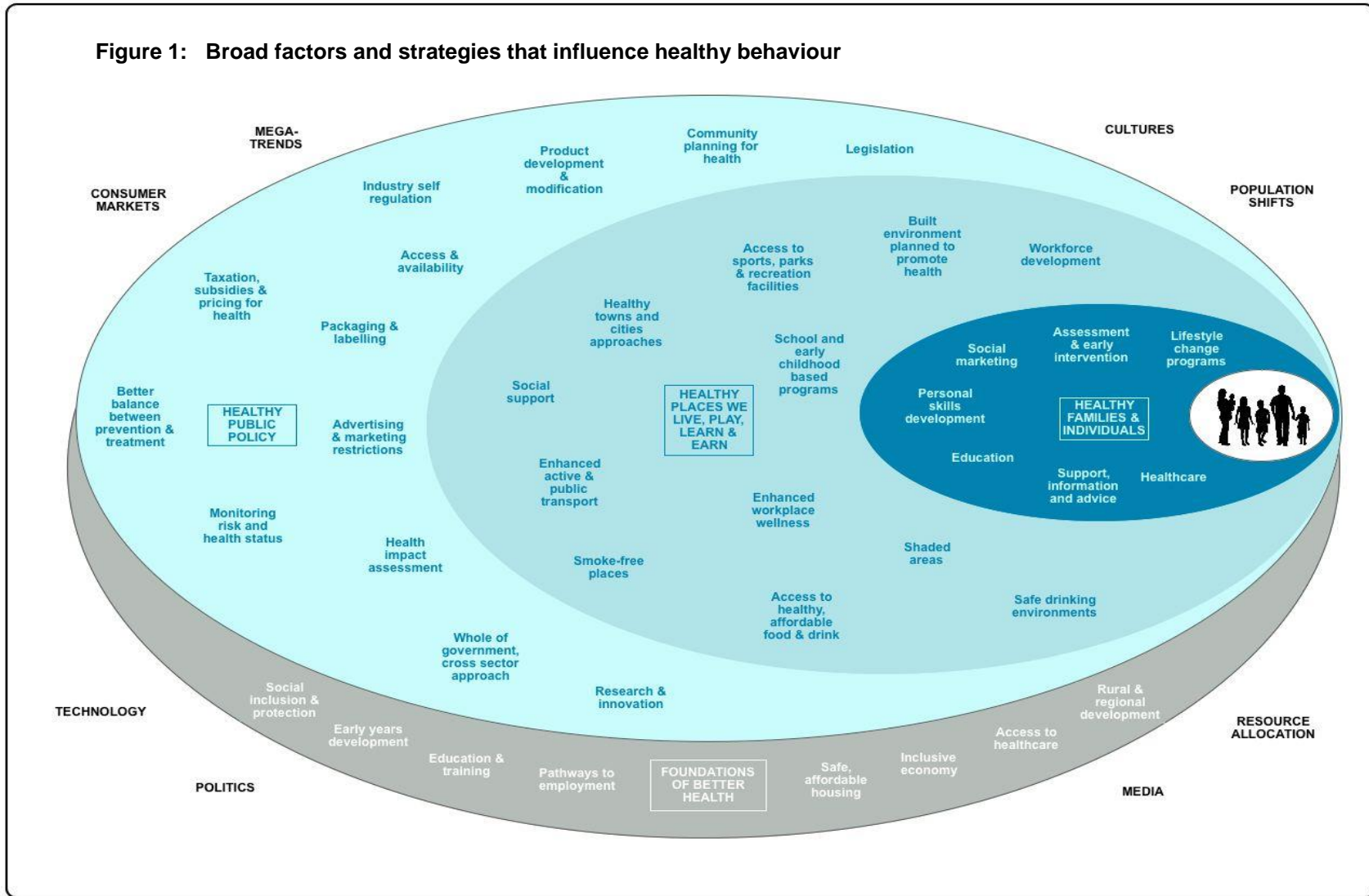
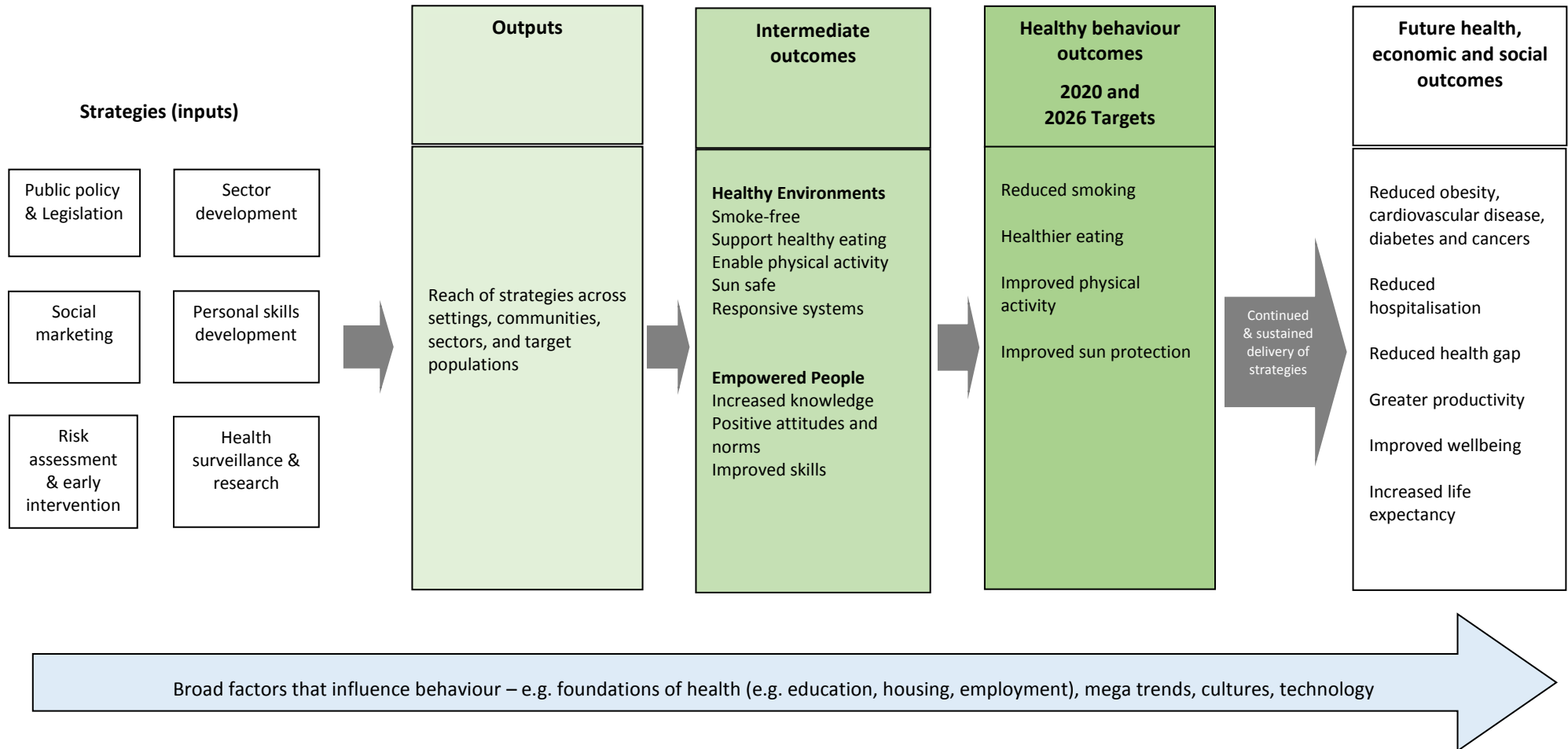


Figure 2: Pathway to a healthier Queensland – medium to long-term outcomes



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4. VicHealth: Cadilhac DA, Magnus A, Cumming T, Sheppard L, Pearce D, Carter C. The health and economic benefits of reducing disease risk factors. VicHealth: Melbourne; 2009.
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