



Strategic Plan 2017 – 2022

Introduction

For thirty years now the Health Promotion Forum (HPF) has been the leading health promotion organisation in Aotearoa New Zealand. The Forum builds leadership, relationships, the workforce and the sector in health promotion consistent with the principles of Te Tiriti o Waitangi and the Ottawa Charter. The Forum takes a broad approach to health promotion and is committed to improving the determinants of health and equity. It is an incorporated society and a registered charity that is made up of over 100 organisations committed to improving the health and well-being of fellow New Zealanders.

This plan is a statement of intent. It sets out our key goals, priorities and actions that we will take over the next five years in order to achieve our Vision.

Our Vision

Hauora - Everyone's Right through Health Promotion

Hauora is a taonga, a fundamental human right founded on respect for the mana of people. For all people to enjoy their right to Hauora, they need to be treated with fairness and respect, participate in decisions affecting their health, and live in a healthy environment.

Health promotion is a discipline within public health, a framework and process to improve health which can be used by communities and people throughout and beyond the health sector, and an approach to social justice and social change.

HPF has set its priorities, and will measure its progress, against the principle of *Hauora – Everyone's Right through Health Promotion*. The Forum will prioritise its activities to benefit those people and communities who are the least advantaged. The whakatauki which guides this is:

Hauora: Takoha Mai

Takoha Atu.

With your effort and our effort we will overcome all odds

With your gift and our gifts we will achieve great success.

Our Values

- Respect for, and commitment to Te Tiriti o Waitangi
- Respect for, and commitment to hauora as everyone's right through health promotion.
- Commitment to improving hauora
- Recognition of the interdependence of individuals, families and communities with the environment

- Respect people’s rights to aroha, awhi and hauoratanga
- A commitment to acting honestly, ethically and with dignity

Goals and actions for 2017 – 2022

HPF’s overall goal is to promote Hauora as everyone’s right through health promotion. To achieve this, the Forum will give effect to the following inter-related goals and actions:

GOAL ONE: Leadership

The Health Promotion Forum is the leading organisation in health promotion in Aotearoa/New Zealand.

HPF is seen to be the centre of excellence. A centre of excellence is a team of shared facility or an entity that provides leadership, best practice, research, support and training for a focus area¹. The centre is a network of organisations and partnerships with others with a common set of values.

HPF will be a repository of health promotion information, built upon our local, evidence-based indigenous health promotion, for dissemination to our NZ audience – share our excellence in NZ. HPF will be the ‘go to place’ for Health Promotion expertise and advice.

- 1.1 Advocate for a sustainable workforce and sector
- 1.2 Mediate across the public sector and other sectors
- 1.3 Enable this by providing tools, guiding and evidence
- 1.4 Communicate health promotion knowledge and information

GOAL TWO: Unity

HPF will unite the collective professional and community voice that is uncompromising, authentic, and professionally assertive for collective impact

- 2.1 Contribute to unite health promotion groups and health promotion practice, locally and globally
- 2.2 Create partnerships and collaborate with various groups such as the Public Health Association (PHA), College of Public Health Medicine (CPHM) Health Promotion Agency (HPA), and Whanau Ora providers
- 2.3 Contribute to collective leadership for equity and collective impact
- 2.4 Identify and strategically respond to emerging issues relevant to the practice of health promotion and the achievement of public health outcomes

GOAL THREE: Sector Development

- 3.1 Re-orient health promotion to align with the emerging field of planetary health and wellbeing
- 3.2 Collaborate with the health promotion sector to enhance collective capacity
- 3.3 Collaborate with other sectors that utilise health promotion approaches
- 3.4 Communicate and disseminate health promotion knowledge to the health promotion sector and other relevant sectors

¹ https://en.wikipedia.org/wiki/Center_of_excellence

Retrieved July 17, 2017

GOAL FOUR: Sustainability

The HPF is a strong and sustainable organisation.

4.1 Increase and maintain the HPF membership

4.2 Grow existing resources

4.3 Demonstrate healthy strong workplace and workforce.

4.4 Live and embed the values of Health Promotion