



Submission:

Health and Ambulance Services Committee

Inquiry into the establishment of a Queensland Health Promotion Commission

26th November 2015

Central Queensland, Wide Bay, Sunshine Coast PHN

The Central Queensland, Wide Bay, Sunshine Coast PHN welcomes the opportunity to comment on the inquiry into the establishment of the Queensland Health Promotion Commission (HPC). Our PHN strongly supports the development of the HPC and is greatly encouraged by the positive action this signifies in relation to the health and wellbeing prospects for Queenslanders into the future.

Central Queensland, Wide Bay, Sunshine Coast PHN is a not for profit organisation which coordinates primary and preventive health care for a region of 161,000 km², with a population of 811,842 people, stretching from Glasshouse to north of Yeppoon. It is one of the 31 PHNs throughout the country supporting the regions of Australia.

Our PHN supports a primary health care model and aims to improve coordination of care to ensure all people receive the right care in the right place at the right time including access to the knowledge and skills required to promote individual, family, community health and prevent illness, disease, disability and the need for acute care.

Primary health care is recognised as one of the most effective ways to keep individuals and communities healthy, well and active. The PHN coordinates evidence based primary and preventative health care and programmes for local regional populations across their lifespan and life phases. Our PHN uses a Primary Health Care approach employing a social justice framework and supports the principles of accessible health care, appropriate technology, health promotion, cultural sensitivity, intersectoral collaboration and community participation (McMurray, 2015).

The PHN is inclusive of health services, care, support and information for people from urban, regional and remote populations, people with a disability, people with impaired capacity, people who live with a mental health condition, people who identify as Aboriginal and Torres Strait Islander, Culturally and Linguistically Diverse and/or those who identify as gender and sexually diverse.

Response to Terms of Reference

1.

- a) The potential role, scope and strategic directions of a Queensland Health Promotion Commission
- b) The effectiveness of collaborative, whole of government and systems approaches for improving health and wellbeing

To improve an individual's and communities' health, health promotion must use a multi-strategic approach. The Ottawa Charter for Health Promotion outlines five key action areas that underpin any successful and evidenced based approach and includes: building healthy public policy, creating supportive environments, developing personal skills, reorienting health services and strengthening community action.



The Central Queensland, Wide Bay, Sunshine Coast PHN supports the establishment of the HPC as the lead agency in providing vision, strategic direction and a collaborative integrated approach to health promotion highlighting an evidence imbedded approach to the health and wellbeing of all Queenslanders. It is hoped that the HPC is founded as a long term, well resourced, bipartisan approach in affirming the place of health promotion as a central pillar to achieving sustainable health care systems across our state. The HPC would also be well placed to explore cross jurisdictional cooperation in attempts to avoid duplication and develop best practice solutions. Evidence and practice suggests that this is really the only feasible approach towards achieving real success in promoting, prevention and improving the health and wellbeing status of individuals and communities.

The Central Queensland, Wide Bay, Sunshine Coast PHN knows of numerous localised examples of practice employing collaborative, across government and systems approaches. There are also many larger population and geographic models that have work consistently and evaluations purporting engagement and successful outcomes. Nationally, large scale health promotion models such those addressing HIV/Aids pandemic in Australia in the 1980s are definitive examples of effective cross control collaborative programs. More recent examples include the 10 000 steps program which has been one of the largest and most successful health promotion programs in Australia since it began in 2002. Our PHN would certainly support looking outside of health only programmes to explore models of effective collaborative, whole of government and systems approaches when exploring collaborative health promotion models.

2.

That, in undertaking the inquiry, the committee should consider:

- a) Approaches to addressing the social determinants of health;
population groups disproportionately affected by chronic disease;
- b) Economic and social benefits of strategies to improve health and wellbeing;
- c) Emerging approaches that show significant potential;
- d) Ways of partnering across government and with industry and community including collaborative funding, evaluation and research; and
- e) Ways of reducing fragmentation in health promotion efforts and increasing shared responsibility across sectors.

The Central Queensland, Wide Bay, Sunshine Coast PHN would consider that any inquiry into the establishment of a Queensland Health Promotion Commission could not be undertaken without the above considerations being taken into account. An inquiry lacking attention to even just one of the considerations would insufficiently address the foundations for the establishment of the HPC. Each factor as an individual are keystones to any successful Health Promotion programme and as such essential to the instigation of an authoritative legislated body such a Commission. The PHN is pleased that the Inquiry notes these considerations and is eager to provide further detailed examples of programs developed employing these elements in our region. In particular, our PHN supports embedding suitably funded evaluation as part of the function of the Queensland Health Promotion Commission believing this would likely enable ongoing research opportunities and the expansion of locally relevant studies.

The Central Queensland, Wide Bay, Sunshine Coast PHN welcomes the opportunity for future involvement in the establishment of the Queensland Health Promotion Commission.

Yours sincerely

Pattie Hudson