Our mission
“To influence policy by promoting, supporting and implementing public health advocacy on local, state, national and international levels.”

Vision
“To be a self-funded, highly resourced, innovative, nationally recognised leader in public health advocacy.”

Approach
We are determined and passionate to reach our goals. We do not give up!

We act with a high level of integrity, take pride in what we do and trust our team and the process.

Collaboration, open communication and responsibility is what we value in our work at PHAIWA.

We strive to let innovation and inspiration drive our work.
About PHAIWA

PHAIWA was established in April 2008 by Professor Mike Daube as an independent public health voice based within Curtin University, with a range of funding partners.

The Institute aims to raise the public profile and understanding of public health, develop local networks and function as an umbrella organisation capable of influencing public health policy and political agendas.

PHAIWA focuses on a number of areas of public health advocacy ranging from providing general advocacy advice and strategies for public health, implementing unique advocacy related research and innovative projects, building capacity within the public health workforce to allow more effective advocacy lobbying and communicating through our partners and the media.

The Institute provides a diverse range of services, develops consensus based targets, conducts advocacy research and projects, builds capacity and mentors emerging leaders to be the advocates of tomorrow.

- Director Dr. Melissa Stoneham
Academic

- Develop an academic base for public health advocacy
- Apply for advocacy research grants
- Publish highly quality papers in peer reviewed journals
- Disseminate evidence through innovative mediums
- Provide advocacy advice to a range of Schools and Faculties
- Provide a setting for student placements, interns & volunteers
- Teach public health advocacy

Projects

- Implement advocacy focused, unique and innovative research and projects within priority areas
- Continually reassess priority areas based on emerging evidence
- Develop submissions to access funds to progress public health advocacy
- Support local government public health planning, policies and projects
- Build partners and increase collaborations creating effective industry coalitions
- Complement and support the work of our partner organisations

Advocacy

- Establish consensus and evidence based advocacy targets for priority areas
- Expand advocacy training to new areas based on emerging evidence (e.g. climate change, local community advocates)
- Improve sector knowledge and capacity to effectively advocate on priority areas to influence policy
- Support advocacy and develop and disseminate advocacy tools to the health sector and other stakeholders
- Mentor emerging leaders to become future advocates
- Prioritise advocacy within WA Aboriginal communities to make a difference
**Curtin University Faculty of Health Sciences**

**PHAIWA**
Builds, enables and supports advocates
To influence policy in WA and beyond

- Development of Advocacy Targets
- Industry Coalitions
- Advocacy Advice and Trainings
- Submissions

**Partner Projects:**
- OPAWA, South West Food Community Project
- You Gotta Wash Your Face Before to Come to my Place
- Squeaky Clean Kids
- Ministers Women’s Public Health Leadership Group

**Priority Areas:**
- Obesity
- Child Health
- Aboriginal Health
- Industry Tactics and CSR
- Environmental Health
- Alcohol
- Gambling
- Increasing prevention budget

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**Dissemination of Advocacy Opportunities**
- MediaWatch, JournalWatch
- Bin the Spin, Twitter, blogs, Facebook, website, E-news

**Tools:**
- Media Advocacy
- Political Advocacy
- Coalition Building
- Consensus Statements
- Research & Translation
- Policy and Regulation
- Systems Advocacy
Sincere thanks to our funders and partners for creating a healthier Western Australia with us