



Strategic Plan 2018 - 2022



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

Evidence based priorities



Obesity



Alcohol



Aboriginal Health



Child Health



Environment and Health



Gambling



Industry Tactics and CSR



Public health in Local Government



Increasing the Prevention Budget



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

Academic Teaching Load

Student supervision (PhDs; Masters)
Student & Internship placements
Editorial commitments (Journals)
University Committees
Community Service (Committees & Boards)

Capacity Building

Advocacy in Action Toolkit
Advocacy 101 (foundation)
Advocacy 202 (tailored)
Community Advocates training
Specific topic advocacy training (priority areas)
Contracted training

Horizons Project

Knowledge Translation
Local Government Policy Awards
WA Indigenous Storybook
Pathway to Policy
E-mentoring
Advocacy short course

Dissemination of Advocacy Opportunities

MediaWatch, JournalWatch, Bin the Spin, Twitter, blogs, Facebook, website, E-news

Support to Local Government

Public Health planning services
Public Health Planning Guide
Community Consultation
Land Use planning services
Projects:
- Soft-drink free leisure centers; Healthy bus stops
- WA Local Gov. alcohol management guidelines
- Sport sponsorship project

Environmental Health Trachoma

Trachoma Prevention in trachoma 'at risk' remote Aboriginal communities
Developing community led environmental health action plans

Academic Publishing

Peer reviewed publication and reviewing
Academic blogs and reports
Conference presentations

Alcohol Programs Team

Alcohol Advertising Review Board
Public Education Campaigns (Your Shout)
Liquor Licensing

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*



Government of Western Australia
Department of Health

