

Strategic Directions 2017-2021

Who we are

We are an alliance of health and human service organisations from across the local government areas of Banyule, Darebin and Nillumbik committed to reducing preventable illness and harm.

Our vision

A community where all people are healthy, safe and well.

Our purpose

We lead, connect, support and take collective action to create healthy communities, prevent illness and harm, and promote access and equity.

What we do

Lead

- Advocate and influence for better policy and practice
- Coordinate a collective impact approach to strategic priorities and provide 'backbone' support for collective action
- Centralise the collation and management of data

Connect

- Engage with our membership and provide meaningful opportunities to come together for shared purpose
- Share knowledge, data and evidence for greater effect
- Facilitate partnerships that connect health and social services
- Share our work and communicate our achievements

Support

- Research, monitor and evaluate our collective efforts
- Further develop the capacity of our workforce
- Establish shared measurement for collective impact

Take action

- Trial, deliver and expand initiatives that support our strategic priorities
- Coordinate, compile and report on catchment wide plans
- Seek funding to trial and expand promising practice

What guides us

Our work is guided by state government policy including the *Victorian Public Health and Wellbeing Plan 2015-19* and successive state plans, the *Victorian Public Health and Wellbeing Outcomes Framework, Health 2040* and statewide Primary Care Partnership directions. At the local level, we align our work with local government municipal public health and wellbeing planning. We are committed to the *Ottawa Charter for Health Promotion* and focus our work on its five key action areas.

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Our strategic priorities

Our strategic priorities are shaped by our community and partners and sit within the *Victorian Public Health and Wellbeing Plan*.

Our collective impact approach

We are united in our commitment to utilising our diverse interests in support of a strong approach to prevention and system integration. Our approach to collective impact incorporates:

- **A social model of health:** We address issues that impact health and recognise that good health is created in society as a whole, not just the health system.
- **Equity:** We focus on fairness and make sure that our work reduces inequalities and focuses on improving the health outcomes of people who experience disadvantage.
- **Co-design / a person centred approach:** We work with community, consumers, organisations, partners and members to design solutions that are relevant and appropriate to their lives.
- **Partnership:** We add value by working together and aim to demonstrate tangible positive health outcomes and significant lasting change as a result of our joint efforts.
- **A place-based approach:** We pursue work in specific places to enable greater saturation of effort and increase the likelihood of measurable results in specific communities.
- **A focus on outcomes:** We focus on outcomes to deliver measurable improvements in health behaviours and conditions.
- **Evidence:** We use evidence and research to inform our choice of interventions and we collect data to evaluate our work and contribute to the evidence base.

How we go about our collective work

We use both design thinking and system thinking to guide our collective work. This means we are open to change based on our evaluation and learning as we go, and we use this learning to improve and sharpen our collective effort. We plan and deliver our collective effort through the following key steps:

- **Determine the area of focus:** We use evidence based data, research, information and knowledge to collectively determine the focus of our work.
- **Map the system:** We use evidence based data, research, information and knowledge from the practical experience of community, partners and stakeholders to develop a map of the system that holds our challenges in place.
- **Choose points of intervention:** We consider our map of the system to determine where to intervene / act for the most impactful change.
- **Determine together collective and individual investment and actions:** We use knowledge, evidence and data to determine the most effective, efficient and innovative ways to effect change that we can carry out both together and individually. We also determine how we will co-ordinate our efforts.
- **Operationalise:** We implement our actions through collective investment and a catchment wide plan for each strategic priority. This plan identifies the initiatives and actions of each of the partners and how North East Healthy Communities adds value.
- **Measure and report:** We are committed to shared measurement and reporting on our strategic priorities. Our focus is measuring and reporting on the impact of our collective efforts and how they contribute to the impact on population health outcomes.