



Strategic Directions 2009 - 2012

***Creating opportunities for women
to lead healthier lives***

Mission: Creating opportunities for women to lead healthier lives

Values:

Our Culture

Women's Health Grampians (WHG) actively promotes an organisational culture that respects and invests in individual staff, their diversity, their roles and their developmental and learning needs.

Our Ways of Working

WHG works from a feminist philosophy and with a commitment to the social model of health.

A feminist philosophy

We actively encourage women's voices and celebrate the strengths of women and their contribution within a rights based approach.

The social model of health

We are committed to responses that are holistic and take into account the political, social, economic, physical and environmental dimensions of health and wellbeing as well as the impact of gender, genetics and lifestyle. Our work has a strong focus on the prevention of illness, disease and injury, and on promoting independence and choice.

Human rights and responsibility

We are committed to the Victorian Charter of Human Rights and Responsibilities and believe in protecting and promoting the human rights of all people in Victoria.

An agent of change

We act as an agent of change by:

- advocating for rural, regional and geographically isolated women regarding health and wellbeing issues
- advocating for a gendered approach to policy development, service provision and health promotion practice
- actively engaging with communities to increase awareness of the health and wellbeing needs of women in the Grampians region
- building gendered knowledge and evidence and promoting the translation of that knowledge into practice
- developing collaborative partnerships with community and government to promote women's health and wellbeing

Our Commitment to Quality

We take a **continuous quality improvement approach** to ensure our:

- accessibility to women across our region
- work is well planned and targeted
- actions and decisions are transparent and respectful

Key Action 1: Influencing: Partnerships and Advocacy

Goal: Promote a gendered health and wellbeing framework through partnership and advocacy

- Develop a marketing and communication strategy to increase profile, influence, and capture opportunities
- Influence the Victorian and National Women's Health agenda through participation in Women's Health Association of Victoria (WHAV) and the Australian Women's Health Network (AWHN)
- Share gendered knowledge to support other organisations in the way they work with women
- Strengthen links with other organisations to enhance our work
- Advocate for women through implementation of our 'Values' and the Health Promotion Plan

Key Action 2: Integrated Health Promotion

Goal: Design and deliver innovative preventative health strategies that make a positive difference to the lives of regional, rural and isolated women

- Develop and implement a Health Promotion Plan

Key Action 3: Ongoing Commitment to Quality

Goal: Demonstrate excellence in all aspects of our work

- Maintain a continuous quality improvement (CQI) approach to accreditation
- Achieve ongoing external recognition related to the quality of work
- Attract and retain a highly skilled and committed workforce who are supported by robust performance management and professional development systems
- Attract and retain a highly skilled and committed Board who are supported by a sound governance, performance and development framework
- Review WHG organisational documents at governance level to ensure clear relationships, clarity of purpose and consistency of language

Key Action 4: Knowledge and Evidence Based Practice

Goal: Develop and improve knowledge and expertise, including in evidence based practice

- Collect, generate, understand and disseminate information on women's health status, experiences and needs
- Identify service system gaps and limitations
- Develop organisational ways of working that are based on evidence, or are experimental and will build the evidence base
- On an annual basis, identify and evaluate two key areas of work, one in program and one in business services
- Foster research partnerships with Universities

Key Action 5: Enhance capacity through technology

Goal: Develop capacity to harness the influence of new and changing communication technology

- Explore and implement the use of emerging technology and electronic media as a tool
 - to promote WHG
 - for addressing isolation
 - to disseminate information to women
 - to receive information from women
 - to increase efficacy of Integrated Health Promotion activities
- Invest in and maintain skills and capacity within the organisation relating to technology

Key Action 6: Organisational financial growth

Goal: Be proactive to increase and diversify WHG's funding base

- Identify three year funding priorities based on demographic health status and relevant other evidence; and design and implement strategies to realise these priorities
- Maintain capacity to seek 'opportunistic' funding that support WHG Mission and Values
- Develop corporate partnerships that add to WHG resources and achieve shared goals