

## What we do

We work with communities to create environments that promote health.

The Healthy Communities Unit recognise that health is not just an outcome of individual behaviour choices. We work with the whole of community in the places they live, learn, work and play. We develop, implement and evaluate health promotion initiatives using a range of strategies:

## How we do it



Policy & advocacy



Health education & workforce development



Structural and environmental strategies



Social Marketing



Community Engagement and Development

## Health Promotion is...

the process of enabling people to increase control over, and to improve, their health. It moves beyond a focus on individual behaviour towards a wide range of social and environmental interventions.

*The World Health Organisation, 2015*

## Our priorities for 2021 to 2025 are:



Our region covers the five local government areas of City of Greater Geelong, Colac Otway Shire, Golden Plains Shire, Borough of Queenscliffe and Surf Coast Shire. Also known as the G21 region.

Our work is aligned with both state and regional priorities including The Victorian Public Health and Wellbeing Plan 2019 - 2023, Municipal Public Health and Wellbeing Plans and the 2021 - 2025 Community Health - Health Promotion Guidelines.

We work with our local partners to deliver health promotion initiatives that address underlying determinants of health. This means that we are able to align our efforts so we can achieve a great impact on the health of our community.



We use systems thinking and collective impact approaches



We work to reduce inequity, targeting our interventions to support vulnerable populations



We use a place-based approach that considers local needs and priorities



We work at scale to increase our reach and create greater impact

For up to date information about how we are working towards meeting our priorities visit:

[www.barwonhealth.org.au/healthy-communities](http://www.barwonhealth.org.au/healthy-communities)