



## **Women's Health in the South East**

### **Strategic Plan 2007 – 2009**

Version 1: Approved June 2007

### Vision and Mission

<i>Vision</i>	<i>Mission</i>
<ul style="list-style-type: none"> <li>➤ To improve the health and wellbeing of women in the Southern Metropolitan Region within a social model of health and within a feminist perspective</li> </ul>	<ul style="list-style-type: none"> <li>➤ To provide a range of services that acknowledges the diversity of women and their total wellbeing</li> <li>➤ To be accessible to all women in a safe and women-friendly environment</li> <li>➤ To promote Best Practice in Health Service Delivery for marginalised women, both in specialised and in mainstream service providers</li> </ul>

### Integrated Organisational Goals

<i>ADVOCACY:</i> <i>Achieving System and Policy Change</i>	<i>HEALTH PROMOTION &amp; CAPACITY BUILDING:</i> <i>Achieving Best Practice in Health Promotion especially to marginalised women</i>	<i>WELLBEING PROMOTION:</i> <i>Improving Community Participation and Social Connectedness</i>
<ul style="list-style-type: none"> <li>➤ Advocating policy change at State and Commonwealth levels</li> <li>➤ Working with service providers to improve the service system</li> </ul>	<ul style="list-style-type: none"> <li>➤ Informing, supporting, encouraging service providers to improve their capacity to serve marginalised women more effectively</li> <li>➤ Providing marginalised women with information, education and access to specialised and mainstream service providers</li> <li>➤ Working with communities to strengthen understanding of health and wellbeing, and to encourage communities to work for improved services, infrastructure and environment</li> </ul>	<ul style="list-style-type: none"> <li>➤ Supporting and encouraging community participation in WHISE activities, with the aim of such activities becoming community owned and generated in the long term</li> <li>➤ Fostering connections between different cultural and mainstream groups, to improve understanding and sharing of knowledge and assistance</li> <li>➤ Encouraging women to develop and display their talents, creativity and connections</li> </ul>

### **Integrated Strategies**

- Working with key State, Commonwealth and regional groups, to inform and advocate government on policy improvements and service system changes
- Providing services directly to women in the community, using our expertise on equity and access for women from the most marginalised groups in society
- Working directly with women to promote health and well-being via the provision of information, education, self help and their inclusion in decision making processes
- Providing services to 'mainstream' service providers to help them more effectively meet the needs of women most at risk
- Maintaining the staff, resources, and infrastructure at the level necessary to achieve the goals.

### **Priorities 2007 - 2009**

WHISE will focus on the following priority areas in accordance with the health promotion priorities of the Department of Human Services:

- i) mental health and social connectedness
- ii) preventing violence against women
- iii) improving sexual and reproductive health.

WHISE has also set organisational priorities, addressing:

- iv) governance
- v) staffing
- vi) funding
- vii) infrastructure.

Each priority area is addressed in greater detail below.

**Priority Area 1: Mental health and social connectedness**

<b>Goal</b>	<b>Strategies</b>	<b>Expected Outcomes</b>
Advocacy	<ul style="list-style-type: none"> <li>• Re-establish links with all PCPs of SMR</li> <li>• Identify key PCP committees for participation</li> <li>• Re-establish links with WHAV and WHS in Victoria</li> <li>• Maintain relationships with DHS Primary Health and Continuing Care (Central and SMR)</li> <li>• Develop collaborative arrangements with local government SMR</li> <li>• Expand relationship with DIAC</li> </ul>	<ul style="list-style-type: none"> <li>• WHISE a valued member of PCPs and subcommittees</li> <li>• Relationships strengthened with DHS and DIAC (as evidenced by support for funding applications)</li> <li>• Partnership arrangements developed with at least three local councils</li> </ul>
Health Promotion and Capacity Building	<ul style="list-style-type: none"> <li>• Provide health education and information sessions to marginalised women's groups</li> <li>• Provide information and education on depression to individuals and health workers</li> <li>• Foster women's support / self-help groups</li> <li>• Foster women as leaders in the community through the Community Building/ Leadership program</li> <li>• Develop activities for key annual events such as International Women's Day</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately 400 women per year involved in health education, activities, forums, and capacity building activities</li> </ul>
Wellbeing Promotion	<ul style="list-style-type: none"> <li>• Establish calendar of key community and cultural events, commencing with the Frankston municipality</li> <li>• Organise activities focusing on calendar events, in consultation with self-help and community groups</li> <li>• Establish partnerships with other community groups already undertaking activities within the Frankston area</li> <li>• Liaise with Council to ensure that WHISE activities complement those already established</li> <li>• Seek community development and community activity funding to support activities</li> </ul>	<ul style="list-style-type: none"> <li>• Calendar of activities established for each year (2007, 2008, 2009)</li> <li>• Links established with key community and self-help groups in the Frankston area</li> <li>• Partnerships in developing and maintaining activities established</li> <li>• By 2009 commence process of delegating activities to community and cultural groups to sustain</li> <li>• Funding achieved from variety of State, Federal, local government and private sources</li> </ul>

**Priority Area 2: Preventing violence against women**

<b>Goal</b>	<b>Strategies</b>	<b>Expected Outcomes</b>
Advocacy	<ul style="list-style-type: none"> <li>• Identify policy and legislative areas requiring improvement to protect women more effectively against violence</li> <li>• Work closely with WHAV in advocating for government policy review and amendment</li> <li>• Improve partnerships with domestic and family violence service providers</li> <li>• Pursue funding to develop health promotion and service activities focusing on the prevention of violence towards women</li> </ul>	<ul style="list-style-type: none"> <li>• WHISE a key contributor to WHAV activities commenting on policy development and legislative review</li> <li>• Improved partnerships with Family Violence and Domestic Violence service providers</li> <li>• Funding acquired for development of further education and activities aimed at preventing and reducing violence against women</li> </ul>
Health Promotion and Capacity Building	<ul style="list-style-type: none"> <li>• Continue involvement with tertiary training institutes to inform and educate students about gender issues and violence</li> <li>• Continue peer educator training, and peer educator involvement in both community development and health promotion activities</li> <li>• Seek the continuation and expansion of the Respect Protect Connect program to additional schools within the region</li> <li>• Continue to work in partnership with other organisations providing direct service to women experiencing violence</li> <li>• Develop support groups and forums, focusing on young women, and on women perceived to be at risk of violence</li> <li>• Work with CALD groups to identify ways to support women experiencing violence, and to establish strategies appropriate to different cultural groups, to help minimise violence within CALD communities</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately 100 tertiary students per year involved in classes focusing on gender issues and violence</li> <li>• Approximately 200 school students per year involved in the Respect Protect Connect program (or similar activities)</li> <li>• Approximately 200 women per year involved in forums, education, activities aimed at increasing understanding of gender issues, catalysts for violent behaviour, and the support and services available to those experiencing violence</li> <li>• Self-help and support groups established within CALD communities, to support women experiencing violence and to work with CALD communities in reducing violent behaviour</li> </ul>
Wellbeing Promotion	<ul style="list-style-type: none"> <li>• Develop stress management and social connectedness activities specifically aligned to prevention of violence against women</li> </ul>	<ul style="list-style-type: none"> <li>• Activities developed in consultation with the Health Promotion team and external service providers</li> </ul>

**Priority Area 3: Improving sexual and reproductive health**

<b>Goal</b>	<b>Strategies</b>	<b>Expected Outcomes</b>
Advocacy	<ul style="list-style-type: none"> <li>• Identify policy and legislative areas requiring improvement to protect women in the areas of sexual and reproductive health</li> <li>• Work closely with WHAV in advocating for government policy review and amendment, especially in the area of decriminalisation of abortion</li> <li>• Pursue funding to develop health promotion activities focusing on the improvement of sexual and reproductive health in women</li> </ul>	<ul style="list-style-type: none"> <li>• WHISE a key contributor to WHAV activities commenting on policy development and legislative review</li> <li>• WHISE working with ALRAV in the area of legislative reform on abortion</li> <li>• Funding acquired for development of further education and activities aimed at improving the sexual and reproductive health of women</li> </ul>
Health Promotion and Capacity Building	<ul style="list-style-type: none"> <li>• Provide gender and diversity training to health service providers</li> <li>• Provide information and consultation sessions for women on sexual and reproductive health</li> <li>• Develop on-line links to current information on sexual and reproductive health, including links to proposed legislative changes</li> <li>• Continue to work in partnership with other organisations providing direct services in sexual and reproductive health to women, particularly young women and lesbian women</li> <li>• Develop support groups and forums appropriate for young women, and appropriate for lesbian women, focusing on information, education and support</li> <li>• Work with CALD groups to identify ways to support lesbian women within CALD communities</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately 200 young women per year involved in sessions focusing on sexual and reproductive health</li> <li>• Approximately 50 service providers involved in gender and diversity training focusing on sexual and reproductive health</li> <li>• Approximately 100 women per year involved in information and education on sexual and reproductive health</li> <li>• Self-help and support groups established within CALD communities, to support lesbian women, particularly younger lesbian women</li> </ul>
Wellbeing Promotion	<ul style="list-style-type: none"> <li>• Develop stress management and social connectedness activities which support and inform on sexual and reproductive health</li> <li>• Link with other agencies working in the area of sexual and reproductive health</li> <li>• Assist other agencies to offer information and activities in sexual and reproductive health</li> </ul>	<ul style="list-style-type: none"> <li>• Activities developed in consultation with the Health Promotion team and external service providers</li> <li>• Links developed with CASA agencies, Positive Women, and other key groups across metropolitan Melbourne</li> </ul>

**Priority Area 4: Organisation Sustainability**

<b>Goal</b>	<b>Strategies</b>	<b>Expected Outcomes</b>
Governance	<ul style="list-style-type: none"> <li>• Review Council operations, to strengthen accountability, effectiveness and knowledge</li> <li>• Set strategic directions on a three-year basis, and review annually against outcomes and funding</li> <li>• Establish and monitor compliance against key documents, including policy and procedures manual, finance manual and delegations</li> <li>• Ensure organisation meets accreditation standards</li> </ul>	<ul style="list-style-type: none"> <li>• Annual Survey of Council members conducted</li> <li>• Annual review of Council member attendance</li> <li>• Three-year Strategic Plan developed, and reviewed annually</li> <li>• Key policy documents and delegations established and monitored annually</li> <li>• Accreditation achieved and maintained</li> </ul>
Staffing	<ul style="list-style-type: none"> <li>• Establish and maintain an appropriate staffing structure and the employment of experienced and qualified staff, to ensure priority areas can be achieved</li> <li>• Establish and maintain appropriate human resources procedures and documentation, including contract of employment, position description, individual improvement plans, and staff training program</li> </ul>	<ul style="list-style-type: none"> <li>• Staffing structure, including clear reporting lines established</li> <li>• Staff qualifications verified and experience checked as part of selection process</li> <li>• Human resources policy and procedures established and reviewed regularly</li> <li>• Contracts of employment and position descriptions accurate and current</li> <li>• Staff training program documented and implemented</li> <li>• Individual improvement plans documented and implemented</li> </ul>
Funding	<ul style="list-style-type: none"> <li>• Maintain effective relationships with funding authorities</li> <li>• Investigate additional sources of funding in line with WHISE priorities</li> <li>• Establish the organisational budget on an annual basis</li> <li>• Monitor expenditure against budget on a monthly basis</li> <li>• Report as required on funding and expenditure to funding authorities</li> <li>• Ensure that the organisation is audited annually and reported comprehensively to the Annual General Meeting</li> <li>• Establish and maintain financial procedures and delegations</li> </ul>	<ul style="list-style-type: none"> <li>• Effective relationships maintained with funding authorities, as evidenced through continued and/or increased funding</li> <li>• Additional sources of funding explored and submissions for funding made</li> <li>• Annual budget approved by Council, and monitored monthly by Council</li> <li>• Annual audit of WHISE and full report to the Annual General Meeting</li> <li>• Finance manual and delegations established and implemented</li> </ul>

<b>Goal</b>	<b>Strategies</b>	<b>Expected Outcomes</b>
Infrastructure	<ul style="list-style-type: none"><li>• Establish and maintain the facility, systems and equipment of WHISE at a standard sufficient to sustain and support service provision</li><li>• Identify areas for extension and/or improvement</li><li>• Standardise where feasible systems and operations, to ensure that WHISE presents a consistent appearance, which is easily recognised by clients and community</li></ul>	<ul style="list-style-type: none"><li>• Review of current facility and location completed</li><li>• Additional locations/facilities investigated</li><li>• Review of systems and equipment completed annually, in line with staff and service requirements</li><li>• Standardisation of information, documents, and other systems completed</li></ul>