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| **Title of Innovation in policy and practice presentation** VicHealth Indicators: data to strengthen policy and practice |
| **Setting/problem**Effective planning of health promotion interventions at a local area level requires careful planning to maximise the use of limited resources in the development of strategies that will benefit those who need it most. Timely availability of population health promotion data is critical for the development of effective local policies and strategies that will promote health equity and inclusive habitats. **Intervention**The VicHealth Indicators (VHI) Survey is timed to inform the four-year planning cycle of local government health and wellbeing plans. This dual-frame landline and mobile survey of over 22,000 adults from Victoria, Australia, was stratified to include 300 respondents for each of the state’s 79 local government areas. The 28 indicators relate to subjective wellbeing, safety, gender equity, resilience, neighbourhood connectedness, physical activity, healthy eating, and alcohol consumption. Measures were selected for their ease of application to program evaluations to enable population comparisons. A suite of resources was developed in consultation with local planners to inform planning and practice. These included local area data profiles, evidence based action guides and a digital data interface to enable local data analysis for planners and practitioners.**Outcomes**An audit of Victoria’s Municipal Health and Wellbeing plans revealed that half had directly cited VHI data products. In a survey of local government health and social planners 96% indicated that the VHI products had influenced their practice. Indicators commonly used by planners included physical activity (87%), general wellbeing (85%), perceptions of safety (79%), risk of alcohol harm (79%), attitudes to gender equality in relationships (70%) and resilience (68%). Population group data most commonly accessed for development of plans included low income, low socio-economic status and disability. The most commonly used action guide was ‘Gender equality and respectful relationships’.**Implications**Timely provision of survey data in a range of accessible formats can ensure that local health promotion planning and practice has a foundation of evidence that will promote health equity, and support the development of urban and rural habitats that are safe, resilient and conducive to health and wellbeing. The use of indicators that can be easily applied to local area program evaluations maximises the utility of population survey data.**Preferred presentation format**Oral |