

Eastern Metropolitan Region

Community Health – Health Promotion Strategic Plan 2025 – 2029

Our Vision

Together, we achieve equitable health and wellbeing outcomes in the Eastern Metropolitan Region, by strengthening systems and environments.

Our Region

The Eastern Metropolitan Region Prevention Partnership is a collaboration of Community Health - Health Promotion partners who work collectively to improve population health across the region. By aligning priorities and sharing expertise, the Partnership supports coordinated action and systemic change for priority and universal populations, achieving impact at scale.

Efforts are towards chronic disease prevention through increasing healthy eating and active living, reducing tobacco and e-cigarette related harm and other local health priorities aligned to the Victorian Public Health and Wellbeing Plan. This primary prevention supports the State Government's vision for supporting Victorians to be the healthiest people in the world and to equitably address the significant contributors to the burden of disease.



Our Partnerships

Our work is grounded in partnerships across the Eastern Metropolitan region to leverage collective impact at scale. We coordinate efforts with Local Government, Women's Health Services, Local Public Health Units and other partners to ensure interventions are effective, complementary and mutually reinforcing. This includes collective action with Municipal Public Health and Wellbeing Plans, Public Health Unit Catchment Plans and the goals of community organisations.

These partnerships are foundational to our ability to create change, achieve sustained impact and contribute to long-term outcomes for the population across the eastern metropolitan region.

Acknowledgement of Country

We acknowledge the Traditional Custodians of the lands across the Eastern Metropolitan Region, which are located on the traditional lands of the Wurundjeri Woi-wurrung, Taungurung and Bunurong peoples of the Kulin Nation.

We pay our respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples. We honour them as the First Peoples of this nation and are committed to working in genuine partnership, grounded in self-determination and a deep respect for Indigenous ways of knowing, being, and doing.

Our Practice Principles



Intersectoral health equity

We apply intersectional and health equity lenses to all our work, prioritising those most impacted by the social determinants of health.

We aim for fairness by reducing systemic and structural barriers to good health.



Systems Practice

We recognise health and wellbeing are shaped by complex, interconnected systems.

We apply systems thinking using a range of frameworks, methods and tools to understand root causes, identify leverage points and navigate power dynamics to create sustainable change.



Prevention outcomes at scale

We focus on sustainable, regional and population-level outcomes by scaling up and scaling out what works.

We set shared outcomes measures, work collaboratively and use resources collaboratively to ensure impact and outcomes at scale.



Innovation, continuous improvement and adaptability

We promote action learning and reflection to foster new ideas and adapt approaches.

We value creativity and boldness in our work, trialling and evolving initiatives based on feedback, evidence and changing contexts.



Evidence - informed

We use a broad spectrum of evidence including research, practice wisdom, community voice and local context.

We contribute to and draw from the evidence base, ensuring our work is ethical, rigorous, strengths-based and responsive to emerging needs.



Collaboration and partnership

We work in partnership with communities and organisations across sectors.

We use co-design, community engagement and collective impact to implement mutually reinforcing actions that respond to local priorities and shared goals.

Our Settings



Early years



Schools



Sports and recreation facilities



Sporting clubs



Community places and spaces

Action on the ground

This strategic plan provides a united direction for the East Metropolitan Region Prevention Partnership.

Implementation is driven locally, through one-year, place-based action plans led by each partner organisation, ensuring alignment with regional priorities and responsiveness to community needs.

Our Priority Areas & Outcomes

We will track annual impact towards these outcomes, with medium-term outcomes measurable after 4-years.



Increase healthy eating

MEDIUM TERM OUTCOME

Increased health-enabling environments that support healthy food and drink consumption.

LONG TERM OUTCOME

Increased consumption of fruit, vegetables and water in the Eastern Metropolitan Region.



Increase active living

Increased availability and accessibility of environments that support safe, inclusive, and equitable opportunities for physical activity.

Increased number of minutes of movement and physical activity across the Eastern Metropolitan Region.



Reduce harm from tobacco and e-cigarette use

Increased health-enabling environments that are smoke-free and vape-free.

Decrease in smoking and vaping rates in the Eastern Metropolitan Region.



Place-based wellbeing priorities

Increased health environments that support health and wellbeing and address local inequities.

Increased health-enabling environments that are fair and equal for everyone in the Eastern Metropolitan Region.