

## The Healthy Male Strategic Plan 2021-2026

### Vision

Generations of healthy Australian men

### Mission

Healthy Male is a trusted source of information and facilitator of action on men's health. We collaborate with the various communities, health professionals, researchers, peak bodies, partner agencies and government to achieve our vision. We do this through our work across six pillars:

- 1. Enduring** – Building a strong, viable, resilient organisation that demonstrates value and stands the test of time
- 2. Partnering** – Strengthening existing and building new alliances and partnerships to inform our work, extend our reach and enable collective action
- 3. Influencing** – Advocating for men's health issues and priorities, influencing policy and practice, amplifying the voices of men and boys from all walks of life and driving the translation of research into meaningful action
- 4. Empowering** – Informing, educating, encouraging, supporting and empowering men and boys to take action on their health
- 5. Building capacity** – Informing, educating and supporting the health workforce to proactively engage with and meet the needs of men and boys across their life course and reducing system-level barriers to best care
- 6. Reducing inequity** – Focussing efforts on priority population groups to co-create solutions and facilitate collective action to close the health and wellbeing divide

### Our values

**Respect** – We honour and value ourselves, each other and all those with whom we collaborate.

**Inclusion** – We know that there is no such thing as an 'average' Australian man or boy. We respect the rich diversity of ages, cultures, languages and religions in our communities and the diversity of individuals within those communities. We acknowledge the diversity in our bodies, sex characteristics, sexualities and gender identities and consider the needs of all people who could benefit from our work.

**Equity** – We prioritise our efforts towards those who are most at risk of poor health outcomes in our communities.

**Empathy** – We take a holistic person-centred approach. We are curious, we listen and we seek to understand the experiences and perspectives of all those who we work with.

**Knowledge** – Our work and our information is grounded in best available research evidence and expert opinion.

### **The principles that underpin our work**

- Respect for our First Nations people, honouring their rich culture, customs and beliefs and connection to our lands and waters
- Challenging traditional gendered and social norms that may negatively influence male health and wellbeing
- Adopting a social model of health and recognise the interplay of social, economic, cultural, environmental and political influences on health and wellbeing
- Proactively embedding consumer engagement into all of work – ensuring that it is grounded in the needs and experiences of those we serve and partnering with them to define and implement solutions
- A strengths-based approach focussed on harnessing personal and collective strengths and empowering men and boys to make good choices
- Knowledge is power and we work to raise awareness and improve the health literacy of men and boys across their life course and empower them to take action
- Prevention is better than cure and we actively seek to reduce risk, prevent ill health and optimise wellbeing
- Healthy Male supports the National Men’s Health Strategy 2020-2030 and will make an important contribution to achieving its goals across the priority health issues of mental health, chronic conditions, sexual and reproductive health and conditions where men are over-represented, injuries and risk taking and healthy ageing.

### **Priority population groups**

Our work and priorities in 2021-2026 will embrace the nine priority population groups of the National Men’s Health Strategy 2020-2030:

- Aboriginal and Torres Strait Islander males
- Males from socioeconomically disadvantaged backgrounds
- Males living in rural and remote areas
- Males with a disability
- Males from CALD backgrounds
- Members of the LGBTIQ+ community who identify as male and those who do not wish to be limited by definition
- Male veterans
- Socially isolated males
- Males in the criminal justice system

We are mindful of the intersectionality between and diversity within each group.

# HEALTHY MALE

ANDROLOGY AUSTRALIA

## 1. Enduring

Building a strong, viable, resilient organisation that demonstrates value and stands the test of time

### Strategic goals for 2021-2026

1. Strengthen governance, policies, procedures, systems and tools to support and enable our work
2. Support a dedicated, highly skilled and high performing team
3. Grow and diversify our funding base
4. Demonstrate transparency and accountability in all that we do and monitor and track our progress through indicators and evaluation activities that inform continuous improvement
5. Maintain a focus on the horizon and adapt and respond to emerging issues, challenges and opportunities that align with our vision

## 2. Partnering

Strengthening existing and building new strategic partnerships and alliances to inform our work, extend our reach and facilitate collective action to achieve common goals

### Strategic goals for 2021-2026

1. Map existing relationships, alliances and partnerships and identify a range of additional potential advisors, partners or alliance members
2. Engage with potential advisors, partners and alliance members reflecting a diversity of disciplines, organisation types and communities to explore opportunities to work together
3. Formalise advisory mechanisms, partnerships and alliances through memoranda of understanding that define the nature of each relationship and the contribution of each party
4. Facilitate routine communications, information sharing and collaboration between advisors, partners and alliance members on key initiatives and their evaluation

## 3. Influencing

Advocating for men's health issues and priorities, influencing policy and practice, amplifying the voices of men and boys from all walks of life and driving the translation of research into meaningful action

### Strategic goals for 2021-2026

1. Advocate for male health – why it matters, the key issues, risk factors, burden of preventable illness, priorities and areas where change is needed
2. Apply a gender/sex lens to the review of health policy, clinical guidance and position statements
3. Amplify the voices of males through integrating consumer engagement into all areas of work and through multiple communication modes and channels
4. Drive the translation of evidence into action through: the setting of male health indicators and targets; advocating for the routine inclusion of sex and gender as variables in key data collections and a rigorous approach to evaluation; and informing the male health research agenda

# HEALTHY MALE

ANDROLOGY AUSTRALIA

## 4. Empowering

Informing, educating, encouraging, supporting and empowering men and boys to take action on their health

### Strategic goals for 2021-2026

1. Implement public awareness campaigns focussed on health promotion and raising awareness of men's health on Father's Day and for Men's Health week as well as other campaigns and events we contribute to or participate in to support our strategic partners/alliances
2. Provide accessible, quality, relevant, evidence-based health information to men and boys and grow health literacy
3. Work with strategic partners/alliances to support and inform men and address identified needs

## 5. Building capacity

Informing, educating and supporting the health workforce to proactively engage with and meet the needs of men and boys across their life course and reducing system-level barriers to best care

### Strategic goals for 2021-2026

1. Disseminate information to health professionals and policy makers through conferences, workshops and publications
2. Provide accessible information and education for health professionals to support effective engagement with men and boys
3. Support clinicians to deliver evidence-based care through systems, guidelines, tools and templates to support practice
4. Inform system change that supports male-friendly health care environments and accessibility

## 6. Reducing inequity

Focussing efforts on priority population groups to co-create solutions and facilitate collective action to close the health and wellbeing divide

### Strategic goals for 2021-2026

1. Consult with men and boys in priority population groups to understand their experiences, identify issues and needs
2. Co-create potential solutions (communications, awareness, research, data, information provision, health professional education, advocacy)
3. Respond and integrate solutions, where relevant, into the work of Healthy Male including opportunities for advocacy and to facilitate collective action with strategic partners/alliances