Women's Health Victoria
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Counterpart - a service of Women's Health Victoria
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Copies of this Strategic Plan are available online:
whv.org.au

Women’s Health Victoria acknowledges the support of the Victorian Government

Women’s Health Victoria acknowledges and pays our respects to the traditional custodians of the land, the peoples of the Kulin Nation. As a statewide organisation, we also acknowledge the traditional custodians of the lands and waters across Victoria. We pay our respects to them, their cultures and their Elders past, present and emerging.

We recognise that sovereignty was never ceded and that we are beneficiaries of stolen land and dispossession, which began over 200 years ago and continues today.

Socialise with us on:
**Who we are**

We are a statewide women’s health promotion, advocacy and support service with a proud history of over 25 years. We are an independent, feminist, not-for-profit organisation.

We advocate and build system capacity for a gendered approach to health that reduces inequalities and improves health outcomes for women.

We collaborate with women, health professionals, researchers, policy makers, service providers and community organisations.

Our health promotion, information and support programs work with and for women, to identify and respond to service gaps and health inequalities in innovative ways.

Our board members, staff and volunteers work to a values-based code of conduct, which sets expectations about our leadership and integrity; our belief in empowerment of others; our belief in equality of opportunities and rights; our feminist commitment to women’s equality and to challenging gender norms, practices and structures.

**What we do**

- **Promote women’s equality through research translation, policy advice and advocacy.** We produce papers, disseminate knowledge and engage with decision-makers.

- **Enhance women’s sexual and reproductive health through the 1800 My Options phoneline and information service for contraception, pregnancy options and sexual health.**

- **Deliver workforce capacity building training and forums to support workplaces and professionals to apply a gendered lens to systems, policy and service delivery. This includes Take a Stand, our workplace program for the prevention of violence against women.**

- **Support women living with cancer including Counterpart, a statewide peer support and information service for women with cancer.**

- **Promote women’s mental health and positive body image with projects such as the Labia Library, a unique, world-first resource with information, advice and photographs to raise awareness about natural genital diversity and support positive body image for women worldwide.**

- **Deliver up to date data on key women’s health indicators through the Victorian Women’s Health Atlas to support advocacy, service planning and policy making across the state.**

**Strategic Priorities 2018-2023**

**Vision**

Women living well - healthy, empowered, equal

**Values**

Respect; Inclusion; innovation; courage; excellence

**Purpose**

We are champions for every Victorian woman’s health and wellbeing

**1. Improve women’s health and wellbeing through strengthened voice and reach**

- Strengthen capacity of Women’s Health Victoria (WHV) respond pro-actively to statewide issues and priorities
- Expand reach and impact of WHV’s expertise and knowledge through collaboration and partnerships
- Increase reputation and awareness of WHV as a leader in women’s health using innovative communication strategies

**2. Influence system capacity for women’s equality through research, policy, advocacy and training**

- Provide access to high quality research and evidence on women’s health issues
- Generate positive changes in the social determinants of women’s health, using a clear priority-setting methodology to implement our policy and advocacy agenda
- Design and deliver evidence-based training to build system capacity to achieve women’s equality
- Demonstrate the impact of WHV’s policy and program activities

**3. Influence the capacity and responsiveness of the health system to meet the needs of all women**

- Advocate and collaborate to improve access to sexual and reproductive health services across Victoria
- Work with the health sector on priority health issues to achieve improved outcomes for all women
- Influence the health sector to be responsive to the diverse needs and experiences of all women

**4. Inform, support and empower women**

- Increase the reach of Counterpart to improve access to support services for Victorian women with cancer
- Embed and sustain 1800 My Options as a critical statewide sexual and reproductive health phoneline and information service
- Develop innovative approaches to meet the health literacy needs of Victorian women
- Strengthen WHV’s policies and programs so they are inclusive of the diversity of women including the implementation of Reconciliation Action Plan

**5. Build a flexible, sustainable and innovative organisation**

- Build a strong organisational culture and be an employer of choice
- Sustain funding for WHV’s priority programs and resources
- Maintain best practice governance structures, systems and processes
- Build WHV’s capacity in marketing, communications and digital engagement to underpin strategic priorities
- Build sustainable communications and information technology infrastructure to support long-term organisational capacity

Priority areas

- Sexual and reproductive health
- Prevention of violence against women
- Women and cancer
- Women’s mental health and body image
- Women’s equality
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