

My TOWN Your TOWN



A guide for rural townships in
Moira, Strathbogie and Greater
Shepparton

What makes us healthy?

What makes our town healthy?

It's more than just
rates
roads
&
rubbish!

This resource is a *how to* tool kit for small rural towns who want to build on their community's strengths.

If you think you are too small to be effective
you've never been in bed with a mosquito!

- Anita Roddick

List of Contents

	Page number
What is this kit?	1
Why should we do this?	2
Stage One: Getting Ready	3
Sample Plan	7
Who's on board?	9
What about insurance?	11
What about the money	11
Getting your message out there	12
Recruiting	12
Promoting	13
Measuring your project	14
Stage Two: Running a project	15
Stage Three: Winding up	17
Celebrating	19
Postscripts	20
Flier	20
Potential Partners	23
Community Grants Schemes	25
For more information about this kit	29



What is this kit?

This tool kit details the steps involved in putting together a community event that will highlight opportunities for people to strengthen social connections.

It can be used by any rural community – all that's needed to start the process is an established group to take the lead.

The kit details how to gather community groups together in one venue at the same time to *show off* what they do to the rest of the town. All the groups in your town's area should be encouraged to join in, groups like the bowls or chess clubs, the group that plays euchre or the one that collects gemstones or orchids. Include everyone! Even include the groups that require very specialist entry requirements – like the pony club. You never know who's out there who might not have a pony but would love to be included – just to watch and help out.

The *come and try* format put forward in this tool kit has the potential to greatly increase opportunities for people who are not connected to their local community to get connected; to enable new residents to meet established residents, and to build on the number of people who join in with community based groups.

Why should we do this?

Social research and practical experience have taught us that people who are socially isolated or disconnected from others have greater risks of dying than those who have strong links with family, friends and community.

Social isolation and feeling disconnected can happen for lots of different reasons. Sometimes it happens in our rural towns because someone is:

- isolated
 - can't drive the car any more
 - the children have moved away
 - the partner who used to do the driving as passed away
 - are recently retired and are not as active as they'd prefer
 - people are new in town and don't know anyone

- cultural isolation
 - some of our elderly don't speak English at all or very little
 - some of our elderly cannot read English
 - some people are embarrassed because of their strong accent
 - some elderly are feeling great pain because they never learnt to speak English
 - some elderly women from a cultural and linguistic background do not to go out after dark

Regardless of why someone is isolated, feeling like you belong to a social network helps people feel they are cared for, loved, and valued. These feelings can act like body armor against illness; they have a powerful protective effect on your health.

“By providing emotional support, companionship and opportunities for meaningful social engagement, social networks have an influence on self esteem, coping effectiveness, depression, distress and sense of wellbeing.”
(Berkman & Glass 2000 in VicHealth's Social Inclusion as a determinant of mental health and wellbeing, p4)

Stage One: Getting Ready

This section is about the things you need to think about and do before you start – it will help you to get the project together.

You may already have experience in project work – and this kit will help you build on those experiences.

Projects are different from other work. They are set up to achieve certain results. They have a beginning, middle and an end.

The tool kit will provide you with a project plan, which you can add to or subtract from.

Having a project plan is an excellent start as it gives everyone a clear picture of what's going to happen, what needs to be done, by whom and by when.

This section will also provide information on how you can measure what you've achieved.

Planning often takes a lot of time and effort.

But if you do it you will save a lot of time and effort when you come to the *doing* part of the project. It's probably the most difficult stage of all, so take your time and get it right.

An important part of project planning is to set clear *goals* and *objectives*.

The **goal** is what you want to achieve by running the project. The goal of this project is:

To increase the level of health in our community

Objectives are statements about what changes you want to happen, so you can achieve your goal. Projects can have more than one objective, but the primary one for this project is:

To provide an opportunity for people to build and/or strengthen their sense of belonging to our community during (*insert a time frame – e.g.: the month of October 2006*)

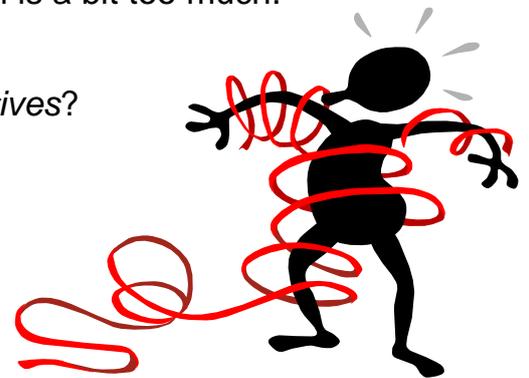
Once the goal and objectives are stated the next step in project planning is to state the **strategies** – what you're going to do. The primary strategy for this project is:

To provide a yearly event for community groups and clubs to promote their group to our community

By now you may be thinking that being this formal is a bit too much.

Do we *really* need to write down *goals* and *objectives*?

Our answer to this would be



This is the best method.

We would encourage you to take these steps though, and for good reasons:

- ♦ Having a plan written down, with clear statements about what you want to achieve, why and how, greatly increases the likelihood of success.
- ♦ A written plan means that everyone will have a clear picture of what's going on.
- ♦ Having a written plan will also make a big difference if you decide that you need to apply for funding.

For
Example

**It's on again.....
DIET NO MORE
WEIGHT MANAGEMENT PROGRAM**



What Is the 'Diet No More' program?

'Diet No More' is a 4 week program based on the ideas that

- continual dieting can actually increase weight;
- instead of continually starving ourselves we should think more about *what we are eating and why*,
- we can eat anything we choose *without feeling guilty*.

When: Thursday 23rd June 10am - 12:00

Where: Yarrawonga Community Health Centre

Cost: \$15 (includes \$5 towards healthy lunch in week 4)

An **evening course** will commence on **Wednesday 13th July 7pm - 9pm.**

Bookings:

Numbers strictly limited. Telephone the Yarrawonga Community Health Centre on 5744 1324

Goal: To increase the level of health in our community

Objective: *To provide an opportunity for people to build and/or strengthen their sense of belonging to our community during (insert a time frame – eg: the month of October 2006).*

STRATEGY – what are we doing	Who is responsible for what	Start & finish dates
<p>1. Provide a yearly event for community groups and clubs to promote themselves and what they do to the whole community:</p> <p><u>Before the event:</u></p> <ul style="list-style-type: none">◆ List all the groups/clubs in our town and their contact details◆ Pick a few dates for the event◆ Select a venue◆ Check the venue is available and then book it – the date is now set◆ Write to all the group/clubs and let them know the what, why, where, who and when and set an RSVP date◆ Start advertising your event three to four weeks beforehand◆ List what equipment each group/club want supplied (e.g. trestle tables)◆ Identify how much equipment is required and where you can get it from◆ Organise delivery of the equipment◆ Plan the physical layout of the event – who’s placed where – and give everyone a copy of the map◆ Plan a time frame for the event – what will happen when – but don’t rush the event, we’re well known for wanting to take our time over these things		

Goal: To increase the level of health in our community		
Objective: <i>To provide an opportunity for people to build and/or strengthen their sense of belonging to our community during (insert a time frame – eg: the month of October 2006).</i>		
STRATEGY – what are we doing	Who is responsible for what	Start & finish dates
<p><u>During the event:</u></p> <ul style="list-style-type: none"> ◆ Collect the evidence for the evaluation/measurements ◆ Have fun! <p><u>After the event:</u></p> <ul style="list-style-type: none"> ◆ Pick up the rubbish ◆ Return the borrowed/hired equipment ◆ Return all the evaluation materials to one place – to be collated later ◆ Get together with the organising committee and celebrate what you've achieved 		

Who's on board?

At this point it will be a good idea to make sure you've got the right people on board. If you try to do all this work on your own you're likely to become worn out and there's no fun in that! Share the load – that way everyone gets a part to play and no single person is responsible for everything.

A word on committees

A *steering committee* sets the direction of the project and guides it.

An *advisory group* provides help and advice when it's needed.

You may want to involve lots of people in the delivery of the project but just while you're at the planning stage a steering committee may be all that's needed.

Who should you invite at this point?

Who are the vital people in your group that should be involved – perhaps the Secretary and Treasurer and maybe some keen ordinary members?

Who are the *movers* and *shakers* in your town?

Who's got a track record of being involved in community events?

Who are the new arrivals – new blood can mean untapped experiences and ideas?

How about putting fliers in the local shop, at the hall and church - include it in your regular newsletter as well as the school newsletter?

Ask for people interested in your goal, who are willing to put in some spare time for the good of the local community.

Make sure your meeting doesn't clash with other regular events, like football training. Some sample fliers are included at the back of this kit.

A word on meetings

Successful meetings mean that:

- Everyone came already knowing what was to be discussed
- The meeting started on time – regardless of if everyone's arrived or not
- The meeting finished on time
- Everyone got to have a say
- A record of the meeting was taken – don't rely on anyone's memory and a written record means that those who were absent will know what happened

During your first meeting:

Give everyone a copy of the plan.

Ask for feedback – what do they think of it?

Discuss:

- The strategies – what needs to be altered or added for your community?
- Partners – is there a not-for-profit organisation that will be a good partner in your project? For example: the local council, community health centre, family support agencies. Having this type of agency as a partner on your project can bring lots of advantages. They bring with them all their expertise and connections. They may have all the resources to work with the groups/clubs to build their promotion skills. Something to think about. A list of possible partners is located at the back of the kit.

Ask people to volunteer to be responsible for a task or two – don't forget to write down who's doing what.

Resist the temptation to *give* people a task – they'll be more willing if they volunteer.

Before you finish agree on how often you should continue to meet and set a date for the next meeting.

What about the insurance?

In this day and age any public event needs to be insured.

Your standard public liability insurance will cover you for your "normal" activities - e.g. if you are a playgroup - you hold activities for children to play. If you also hold a children's festival where a 1000 people attend (a bit extreme but you get the jist) that may be deemed by insurers as not being your "normal" activities. You may require separate festival or event cover - if in doubt check with your insurer.

Most local governments have access to hall hirer insurance for one off events for their own premises. These often prove the most cost effective if you can use council facilities. If you are not planning to run your event in a council facility you may require separate cover.

You can get an immediate online quotation for most events (check the activities not covered) through www.communityinsurance.com.au.

Community Care Underwriting Agency provides cover for most events for non profit organisations in all States - CCUA can be contacted by phone on 1800 023 456 or via email - enquiries@community-care.com.au.

For more general information you can go to: www.community-care.com.au.

What about the money?

Now that you know what you're going to do you're in a better position to decide if you are going to need financial help.

Often these projects survive on *in-kind* support – individuals, groups and organisations provide their time and resources free of charge, but don't provide *cash*.

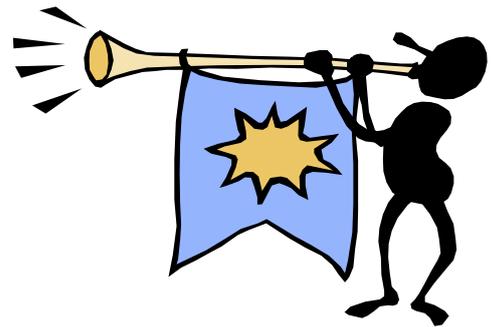
You may be able to deliver your project with in-kind support, but you may also need some money. Having a specific list of what you're planning to do and a group of locals who know what's already out there will help you work out if you need more and how much.

There are a number of different organisations that often have community grants schemes – a list of them is included at the back of the kit.

Applying for funding will be much easier since you've already identified your goal and objectives.

Now that you've done all that you can sit back and pat yourself on the back.

You now have a project plan with a goal, objectives, strategies, a timeline and a budget. From little things big things grow!



Getting your message out there

Now that you've got the plan sorted it's time to think about messages you can use to get the attention of your community.

Recruiting the participants in your event:

To make this event successful you need to recruit all the local groups and clubs

Make sure they know what's going on by sending clear messages

- Write them a letter about what you're planning and follow it up with a telephone call or chat
- Give them plenty of notice to get organised, four – five weeks at least
- Find out how much help they'll need to put their display on
- Offer them fliers to give to their members
- Ask them to confirm their commitment to participating in the event
- Keep them in touch with preparation updates

Promoting the event in your town – key points to remember:

- Give your community plenty of warning the event is coming up – but not too much time (too much and they'll forget it's on, not enough and they'll be doing something else) – three to four weeks is usually ideal.
- Make your event alcohol and smoke free, and promoting it as such – this sends a strong health message to the community and adds value to the event
- Make sure your flier has all the essential ingredients:
 - what – a brief description of the event
 - where – be specific
 - when – time, day and date
 - who – who's going to be there, who to contact for more information, and
 - why – a few words is all that's needed
- Fliers - colour versus black & white – using coloured ink for fliers looks great but it's expensive. You can get a great effect using black ink on coloured paper at much less cost.
- Some sample fliers are included in the kit

Keeping everyone in the loop

- ⇒ A feature of successful programs is the way the organisers communicate with each other
- ⇒ Taking a written record of your meetings – where it's stated who's doing what – and making sure everyone gets a copy is a really good start
- ⇒ Make sure all the committee members have each other's contact details
- ⇒ Ask people to acknowledge that they've received messages – that way you'll be more confident the message got through

Measuring your project

But we haven't done anything yet!

Measuring projects or project evaluation is very important.

It's so important that you need to think about it during the planning stage.

Why evaluate? There are a number of reasons, some of them are:

- ◆ To show what you've done
- ◆ To help improve your project for the next time you run it
- ◆ To show what a difference your project made
- ◆ To learn from what happened during the project
- ◆ To see if you achieved your goal and objective
- ◆ To ask yourselves "*Was it worth the time, effort and money?*"

What do you measure?

Good evaluations collect a mix of information.

Collect some information about the *nuts and bolts* stuff, like how many people came to your event and what age groups were they in, how many groups and/or clubs participated. You should also collect some information about how people *felt* about the event. What did they *like* the best? What did they *like* the least? Do they intend to join one of the groups as a result of coming to your event?

How do you collect all this information?

There are a number of ways. You can use a form for people to fill in and drop in a box. You can set up easels with butcher's paper and pens for people to write down their thoughts and comments. You can also take pictures to add to your final report. You can do a combination of all these things!

Handy hint: You can encourage people to fill in the form by offering a prize! Attach a page from a raffle book to the form; get the person to pull off one side of it before they put it in the box. Towards the end of the event you can take off the other half of the raffle tickets (still attached to the form) and drop them in a box. This way people don't have to put their name on the form – people often feel more comfortable about giving feedback if they think it's anonymous.

There is an evaluation form at the back on the kit for you to use.

Stage 2: Running a project – are you working to the plan?

If you've completed all the steps in Stage 1 then your project is certainly getting off to a good start.

And because you've invested so much time in the planning phase, everyone should know who's doing what and by when.

At your regular meetings keep checking the plan – is everyone on track?

Keep the communication lines open both ways – make sure you keep in contact with the groups, clubs and other organisations and let them know how they can contact you. Ensure they know how many people are expected to attend the event.

Don't forget to keep the receipts for goods or services – hand them over to the person who's taken responsibility for the money side of things.

Get the steering committee to make a list of all the jobs that will need to be done on the day, such as:

- ◆ *Event coordinator* – Chief Problem Solver for the Day! Every good event has a coordinator – someone who'll attend to all the little things that crop up – take a ready supply of drawing pins, wide sticky tape, blu-tack, and some spare pens!
- ◆ *Feedback collectors* – ensure you have a few clearly marked boxes for people to drop their forms into
- ◆ *Photographer* – a picture says a thousand words! They also add depth to your final report, and can help convey the mood of an event
- ◆ *Rubbish collectors* – you may need a few volunteers to keep an eye on rubbish bins – be prepared to empty them if they start to overflow
- ◆ *Refreshments* – depending on how long your event runs you may want to consider a refreshment stall – one of your local groups will probably be happy to take this on as a fundraising activity
- ◆ *Relieving the troops* – again depending on how long your event runs for, delegate people to relieve the traffic cops and others
- ◆ *A different sort of relief* – the bathrooms! Ensure the bathrooms are clean and well stocked and that someone is responsible for checking on them from time to time

- ◆ *Signage* – ensure there are signs leading to your event and at the entrances – use copies of your event flier – they'll be familiar
- ◆ *Signage* is also needed to remind everyone that this will be an alcohol and smoke free event
- ◆ *Sun Smart* – if your event is outside then come prepared! Remember to wear a hat and a long sleeved shirt, and pack some sunscreen
- ◆ *Traffic cops* – have at least one person stationed at every entrance to your venue to answer enquiries and hand out evaluation forms

Stage 3: Winding up – did you meet the plan?

Closing is an important part of managing a project. During the winding up process there are some things you need to make happen. Such as:

- ◆ A report on the project is prepared – see below
- ◆ All the funds (if you got any) have been accounted for and a budget report is prepared
- ◆ The evaluation feedback is collated and included in the final report
- ◆ Individual efforts are recognised
- ◆ The project's successes are celebrated!

Final Report

There are many of us that don't relish the thought of having to write a report.

However, a final report is an important summary.

- ⇒ It tells the story of what happened and what was learnt.
- ⇒ It's a record for yourself, for all your contributors and for the whole community.
- ⇒ It's a record for your funding body (if you have one).

The following is an example of what you would expect to find in a final project report:

Title page –

Name of the town

Project name (Eg: *My Town Your Town – Nathalia*)

Date of the report

Name of the contact person

Introduction –

A brief background to the project – why did you do it, the purpose of this report

Project Aims –

A brief description of the project aims

Activities –

Details what happened during the planning, preparation and running of the *come and try* event

How you collected your evaluation information

Anything that went wrong!

Outcomes –

What was achieved – how many groups and clubs participated, how many people came to the event?

What was the feedback about the event?

What were the challenges?

What have been the learnings – for the town, for the people on the steering committee, for the clubs and groups?

Conclusions –

Paints a picture about the success of the events

And it contains advice about running the project again.

Once you've finished that report give a copy to all the people on your steering committee, your funding agency and your local Mayor.

And before you turn the light off and go home – set a date to meet to start planning next year's event!

And last but not least – it's time to

Celebrate!

Sometimes we're not so good at patting ourselves on the back but really, you need to celebrate!

The project has involved lots of people working hard and a lot has been achieved.

It's time to thank everyone that's been part of the project and have some fun at the same time.

Get together with everyone, share some good food and tell each other what a good job you all did.



Postscript

Sample fliers

These can be filled in by hand or use a computer to reproduce them. You can also put your own flier together.

When putting a flier together always remember to provide the following information:

◆ **What**

- What is the name of your event and
- What are you offering

◆ **When**

- day of the week, date and month, start and finish times

◆ **Who**

- Who is putting this event on
- Who do you contact to get more information
- Who should come to this event

<p>My TOWN Your TOWN</p> <p>Come and find out about what's going on in Busyville</p> <table border="1"><tr><td><p>Sunday March 16th Busyville Scout Hall 11am to 2pm - light refreshments available</p></td></tr></table> <p>Something for everyone to see and do For all ages</p> <p>For more information contact Jane Doe on 5845 6789</p>	<p>Sunday March 16th Busyville Scout Hall 11am to 2pm - light refreshments available</p>
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My TOWN Your TOWN

I
Come and find out about
what's going on in

Something to see and do
for everyone.

For further information contact –

Potential Partners

The following is a list of service providers, in the local government areas of Strathbogie, Moira and Greater Shepparton, who may be interested in being a partner in your event.

Goulburn Valley Family Care PO Box 1069 Shepparton, 3630 Telephone: 5831 1217 Fax: 5831 2989	City of Greater Shepparton Locked Bag 1000 Shepparton 3630 Telephone: 5832 9700 Fax: 5831 1987
Cobram District Hospital – Community Health Centre PO Box 252 Cobram, 3644 Telephone: 5871 0900 Fax: 5872 2510	Cutting Edge Uniting Care PO Box 1697 Shepparton 3630 Telephone: 5831 6157 Fax: 5822 1778
Benalla Health 45 Coster St Benalla 3672 Telephone: 5762 2299 Fax: 5760 2246	Ethnic Council of Shepparton & District 309 Maude Street Shepparton 3630 Telephone: 5831 2395 Fax: 58 313 764
Primary Care Connect PO Box 1167 Shepparton 3630 Telephone: 5823 3200 Fax: 5823 3299	Goulburn Valley Health Graham Street Shepparton 3630 Telephone: 5832 2322 Fax: 5832 2444
Hume Corridor Community & Outreach Community Health Service Cowslip Street Violet Town 3669 Telephone: 5736 6366 Fax: 5736 6300	Mental Illness Fellowship of Victoria 79 Wyndham St Shepparton 3630 Telephone: 5831 8903 Fax: 58 318 896
Moira Healthcare Alliance PO Box 376 Yarrawonga 3730 Telephone: 5743 3200 Fax: 5743 2533	Moira Shire Council PO Box 578 Cobram 3644 Telephone: 5871 9222 Fax: 5872 1567
Nathalia District Hospital Elizabeth Street Nathalia 3638 Telephone: 5866 2601 Fax: 5821 1648	Numurkah And District Health Service PO Box 129 Numurkah 3637 Telephone: 58 620 560 Fax: 5862 0569
Regional Information and Advocacy Council PO Box 1763 Shepparton 3630 Telephone: 5822 1944 Fax: 5831 1610	Relationships Australia 54 Wyndham St Shepparton 3630 Telephone: 5821 1846 Fax: 5831 5051
Rumbalara Aboriginal Co-operative Ltd PO Box 614 Mooroopna 3629 Telephone: 5825 2333 Fax: 5825 3500	Shepparton Access 227 Wyndham Street Shepparton 3630 Telephone: 5831 6180 Fax: 5831 6340
Shire of Strathbogie	The Bridge

PO Box 177 Euroa Vic, 3666 Telephone: 5795-2555 Fax: 5795 1614	94 Wyndham St Shepparton 3630 Telephone: 5831 2390 Fax: 5831 4502
ValleySport PO Box 1361 Shepparton 3630 Telephone: 5831 8456 Fax: 5831 2597	Vision Australia Foundation PO Box 1309 Shepparton 3630 Telephone: 5831 3555 Fax: 5831 2446
Women's Health Goulburn North East PO Box 853 Wangaratta 3676 Telephone: 5722 3009 Fax: 5722 3020	Yarrowonga District Health Service 33 Piper Street Yarrowonga 3730 Telephone: 5743 8121 Fax: 5744 1961

Community Grant Schemes

There are a number of schemes that offer funding to community groups. Here are the contact details for a few:

The Community Fund - The Community Fund's mission is to support initiatives which have a positive impact in strengthening communities in the Goulburn Valley through facilitation, co-ordination and collaboration and to raise and invest funds in worthy community programs and services based on an analysis of community needs

P.O. Box 848, Shepparton 3632

Tel: 5826 5166 Fax: 5826 5177 Mobile 0428 582 651

<http://www.thecommunityfund.com.au/>

Department for Victorian Communities - DVC represents the Victorian Government's determination to deliver government services in a way that supports and strengthens communities across Victoria through a more integrated approach to planning, funding and delivering services at the local level.

<http://www.dvc.vic.gov.au/about.htm> or <http://www.grants.dvc.vic.gov.au/>

Information Victoria Call Centre on 1300 366 356

Festivals Australia - a Commonwealth Government cultural grant program which provides assistance to regional and community Australian festivals for the presentation of quality cultural activities. Funding is available to add a really new or special sort of cultural activity that has never been done before and could not be afforded.

The Program Officer, Festivals Australia

Department of Communications, Information Technology and the Arts

PO Box 2154, Canberra ACT 2601

Freecall: 1800 819 461 Fax: +612 6271 1122 (please note that faxed grant applications are not accepted)

http://www.dcita.gov.au/arts/arts/festivals_australia

Go For Your Life - The Victorian Government recognises the importance of working to increase levels of physical activity and healthy eating, to promote stronger communities and address the rising prevalence of obesity and diabetes.

<http://goforyourlife.vic.gov.au/> Go for your life Infoline 1300 73 98 99

Quit Program - Quit is a program housed within The Cancer Council Victoria. It is made up of a small and diverse team of people committed to reducing the harmful effects of tobacco in Victoria.

<http://www.quit.org.au/quit/main.cfm> Telephone: 13 QUIT

VicHealth – an organisation committed to promoting the health of all Victorians.

<http://www.vichealth.vic.gov.au/>

PO Box 154, Carlton South 3053 Telephone: 9667 1333 Fax: 9667 1375

Commonwealth Games 2006 – official website of the XVIII Commonwealth Games – refer to the *Getting Involved* section -

<http://www.melbourne2006.com.au/?s=gettinginvolved>

Today's date is:

My Town Your Town Evaluation

How did you find out about this event? (Please tick which ever applies)

Flier/Poster

Word of mouth

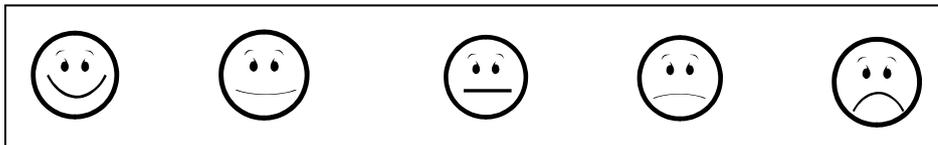
Newsletter – if yes – which one?

Other _____

Please tell us about two things you liked about today?

Please tell us about two things you didn't like about today?

Which symbol below best describes how you felt about today's events – please circle



If this event is repeated do you intend to come? YES NO

Is there anything else you'd like to tell us?

Thank you for taking the time to answer our questions.

For more information

If you would like more information about this kit
or any aspects related to it please contact
Goulburn Valley Primary Care Partnership

Goulburn Valley Primary Care Partnership
399 Wyndham St, Shepparton 3630
Telephone: 03 58 233 283
Fax: 03 58 233 299

www.gvpcp.org.au

