



Integrated Health Promotion Plan 2017-21 – GV PCP Catchment area

This plan has been jointly prepared by Goulburn Valley Primary Care Partnership member agencies alongside agencies funded for Integrated Health Promotion, in accordance with Department of Health and Human Services guidelines.

Agencies funded for Integrated Health Promotion:



Other member agencies involved in this IHP Plan:



Table of Contents

Introduction **1**

About Integrated Health Promotion **1**

Priorities **1**

Abbreviations **3**

Healthy Eating and Active Living **4**

 Objective 1 **5**

 Objective 2 **8**

Capacity building **10**

Appendix 1 – Partners in planning and implementation........ **13**

Appendix 2 – Settings..... **13**

Appendix 3 – Intervention descriptions..... **14**

References and resources **15**

Introduction

The GV PCP catchment area comprises the local government areas of Strathbogie Shire, Greater Shepparton City Council and Moira Shire. Within this area there are five Integrated Health Promotion funded agencies. These agencies are Cobram District Health, Goulburn Valley Health, Numurkah District Health, Primary Care Connect and Yarrowonga Health. Alongside the funded agencies, there are many other agencies working towards achieving better health outcomes throughout the region, such as local government organisations, sports assemblies and other health services (see appendix 1 for full list of partners). Throughout this plan, the funded agencies and other member agencies are referred to as 'the team'. In 2012, the Department of Health (now known as the Department of Health and Human Services) implemented a collaborative planning process for those funded for Integrated Health Promotion across the Hume Region (now known as the Ovens Murray and Goulburn Regions). This plan is the second term of collaborative planning. For more information on the first round please visit the GV PCP website.

About Integrated Health Promotion

Health Promotion can mean many different things to many different services. This plan focuses on primary prevention using place-based approaches. Primary Prevention and place based approaches are defined by DHHS as:

“Aims to prevent problems occurring in the first place by eliminating or reducing the underlying causes, controlling exposure to risk, and promoting factors that protect health and wellbeing, safety and social outcomes. This includes action on the determinants of health and wellbeing, safety and social outcomes. A place-based approach recognises that people and places are inter-related and that the places where people spend their time play an important role in shaping their health and wellbeing.”

While the focus of this plan is primary prevention, it is important to acknowledge and understand the secondary and tertiary prevention occurring which strengthens the efforts occurring in the primary prevention space.

Priorities

Healthy Eating and Active Living are recognized as enablers for a positive healthy life and wellbeing across all ages. While healthy eating and active living are connected in many ways, the team acknowledges the need to define them separately.

Healthy eating is defined by the team as access to adequate and consumption of healthy food and drink options where people live, work and play.

Active living is defined by the team as being adequately physically, socially and mentally active and engaged where people live, work and play.

Throughout the GV PCP catchment area, there are a number of alarming statistics related to healthy eating and active living. A summary of some of these statistics are outlined in table 1 highlighting where local statistics are worse than the state average. Further details can be found in the DHHS Local Government Profiles by following the links on the references and resources list.

Table 1: Local Government data on Healthy Eating and Active Living

Indicator	GS	M	S	VIC
Females who do not meet dietary guidelines for either fruit or vegetable consumption	42.4%	42.7%	38.0%	43.4%
Males who do not meet dietary guidelines for either fruit or vegetable consumption	65.8%	51.7%	50.7%	54%
People who drink sugar-sweetened soft drink every day	13.3%	17.3%	13.8%	11.2%
Infants fully breastfed at 3 months	42.4%	46.4%	56.8%	51.8%
Females who do not meet physical activity guidelines	50.7%	59.1%	39.4%	56.1%
Males who do not meet physical activity guidelines	58.0%	58.6%	71.3%	52%
Females reporting being obese	23.4%	31.5%	25.6%	17.2%
Males reporting being obese	28.4%	33.3%	16.9%	20.4%
Females reporting being pre-obese	31.6%	24.1%	26.5%	24.3%
Males reporting being pre-obese	34.5%	34.2%	52.7%	38.4%
People reporting poor dental health	3.2%	10.7%	6.6%	5.6%
Proportion of children presenting with at least one decayed, missing or filled primary or permanent tooth, attending public dental services (0-5 years)	46%	40%	39%	31%
Proportion of children presenting with at least one decayed, missing or filled primary or permanent tooth, attending public dental services (6-8 years)	70%	67%	76%	57%
Proportion of children presenting with at least one decayed, missing or filled primary or permanent tooth, attending public dental services (9-12 years)	67%	71%	71%	64%
Proportion of children presenting with at least one decayed, missing or filled primary or permanent tooth, attending public dental services (13-17 years)	74%	64%	61%	70%
Proportion of adults presenting with at least one decayed, missing or filled primary or permanent tooth, attending public dental services (18-24 years)	88%	92%	N/A	83%
Proportion of adults presenting with at least one decayed, missing or filled primary or permanent tooth, attending public dental services (25-44 years)	96%	95%	100%	92%
Proportion of adults presenting with at least one decayed, missing or filled primary or permanent tooth, attending public dental services (45-64 years)	100%	100%	100%	98%
Proportion of adults presenting with at least one decayed, missing or filled primary or permanent tooth, attending public dental services (65+ years)	100%	100%	93%	97%
People who are definitely able to get help from neighbours	63%	72.7%	79.4%	54.5%
People who help as a volunteer	21.6%	26.7%	31.3%	19.3%

People who attend a local community event	71.4%	69.5%	78.5%	55.7%
People who are members of a sports group	29.7%	34.2%	34.9%	26.5%
People who are members of a religious group	20.6%	20.7%	15.7%	17.9%
People aged over 75 years who live alone	39%	35%	39.5%	35.9%

While there are indicators showing that the catchment is better off than the state average, there is also a large area for improvement. In the GV PCP catchment area, protective factors (such as volunteering, being part of group and attending local community events) show that the community is better off in these factors than the majority of Victoria. This will not discourage initiatives that target these protective factors as the more people in the community participating in protective activities will influence other areas of health outcomes.

Abbreviations

The following abbreviations appear throughout the document.

All agencies	All funded agencies as well as Greater Shepparton City Council, Moira Shire, Strathbogie Shire and Valley Sport.
CDH	Cobram District Health
DHHS	Department of Health and Human Services (Victoria)
GVH	Goulburn Valley Health
GV PCP	Goulburn Valley Primary Care Partnership
GSCC	Greater Shepparton City Council
MS	Moira Shire
NDH	Nathalia District Hospital
NDHS	Numurkah District Health Service
PCC	Primary Care Connect
SS	Strathbogie Shire
VS	Valley Sport
YH	Yarrowonga Health

Priority area	Healthy Eating and Active Living
Goal	To provide access and support to enable healthy eating and active living choices
Target population group/s and target settings	See appendix 2 for settings and target groups.
Budget and resources (include evaluation budget)	Cobram District Health – 0.4 Goulburn Valley Health – 1.2 Numurkah District Health - .4 Primary Care Connect – 1.3 Yarrawonga Health – 0.8
Key evaluation question/s	How many settings have been assisted to create supportive environments for healthy eating and active living? How many partners have been involved in creating supporting environments for healthy eating and active living?
Impacts and outcomes (from the Victorian Health and Wellbeing Outcomes Framework)	Proportion of adults, adolescents and children who consume sufficient fruit and vegetables Mean service of fruit and vegetables for adults, adolescents and children Proportion of adults, adolescents and children who consume sugar sweetened beverages daily Discretionary food consumption of adults, adolescents and children (to be determined) Proportion of infants exclusively breastfed to three months of age Proportion of adults, adolescents and children who are sufficiently physically active Proportion of journeys that use active transport Proportion of people participating in organized sport (to be determined) Proportion of adults sitting for seven or more hours on an average weekday Proportion of adolescents and children who use excess electronic media for recreation Proportion of adults, adolescents and children who are overweight and obese Increase connection to culture and communities

Objective 1	Impact indicators	Evaluation tools
Create supportive environments for healthy eating and active living	<ul style="list-style-type: none"> • Environments are supportive of healthy eating • Environments are supportive of active living 	Tracking document Statewide databases

Strategy/Intervention	Lead agencies	Process indicators	Evaluation tools	Timelines and responsibilities (include partners as relevant)
1.1 Support settings to implement accredited programs to support healthy eating and active living	All agencies	<p>N settings registered with programs (eg Achievement Program, Good Sports Program)</p> <p>N of settings achieving the healthy eating objectives of program</p> <p>N of settings achieving the physical activity objectives of program</p> <p>Frequency of support provided to settings</p> <p>Identify the relevant program to implement</p>	Tracking document State-wide tracking databases Organisation tracking databases	Ongoing
1.2 Investigate the accredited programs that relate to healthy eating and healthy minds.	All agencies	<p>Good Sports program is investigated</p> <p>Programs investigated as required</p>	Tracking document Investigation papers	Ongoing
1.3 Implement the Smiles 4 Miles program	GVH NDCH YH	<p>N early learning services registered</p> <p>N services awarded</p>	Smiles 4 Miles report Titanium	Annual

	CDH NDH	N services that are sustainable N children reached N educators reached N educators completed annual training/network event Key worker attendance at Moira working group meeting N key workers that attended annual forum/training Attendance by coordinators at Hume Region Coordinators Network N media releases about Smiles 4 Miles		
1.4 Work with settings to support and enable healthy eating behaviours	All agencies	Frequency and type of support provided Tools, resources and policies developed	Tracking document	Ongoing
1.5 Utilise and share messages that deliver consistent healthy eating and active living messages	All agencies	N groups reached using messages N settings reached using messages Messages are shared across catchment	Tracking document	Ongoing
1.6 Continue to support breastfeeding initiatives	All agencies	N breastfeeding friendly venues N community events with breastfeeding facilities	Tracking document Xpedit stats (Local gov) Cedis (Local gov)	Ongoing

<p>1.7 Continue to implement Act-Belong-Commit with communities</p>	<p>YH NH GVH CDH GV PCP</p>	<p>N signed partners that complete Act-Belong-Commit training N attendees attending Act-Belong-Commit training N steering committee meetings held Attendance by partners at steering committee meetings N events driven by Act-Belong-Commit N events branded by Act-Belong-Commit N ongoing projects N published articles N paid advertisements N resources developed Campaign information distributed Signage hire External grant applications submitted External grants received</p>	<p>Act-Belong-Commit reports Tracking document</p>	<p>Ongoing</p>
<p>1.8 Work with settings to increase active transport</p>	<p>All agencies</p>	<p>N settings requesting support to implement active transport initiatives N active transport initiatives implemented N community members engaged in active transport initiatives</p>	<p>Tracking document Funding applications Funding acquittal reports Reach of promotion reports</p>	<p>Ongoing</p>

		N active transport initiatives advocated for Reach of promotional materials		
1.9 Advocate for and support the inclusion of healthy eating and active living in relevant municipal plans and strategies	All agencies GV PCP	N municipal plans incorporating healthy eating N municipal plans incorporating active living N funded agencies on advisory / implementation groups for municipal plans N local governments represented in IHP implementation groups N initiatives supported by the IHP group N initiatives delivered in collaboration All relevant plans developed in collaboration	Municipal plans and strategies Tracking documents	Ongoing

Objective 2	Impact indicators	Evaluation measures/tools
Implement systems thinking for collective impact {prevention of disease} for whole of community action for place based initiatives that support healthy eating and active living.	<ul style="list-style-type: none"> • Reduce childhood obesity, slow the rate of increase of childhood obesity • Community has ownership over interventions and activities that support healthy eating and active living • Member agencies are driving and showing leadership for the collective impact process 	Meeting minutes Governance structure Partnership analysis tools

Strategy/Intervention	Lead agencies	Process indicators	Evaluation tools	Timelines and responsibilities (include partners as relevant)
2.1 Implement systems thinking for collective impact mapping	GV PCP NDHS	N staff/stakeholders receiving relevant training N of stakeholders participating at each level of consultation/model building N of community groups/organisations that receive monitoring data reports N of community led initiatives that build supportive environments for active living	Tracking document	Ongoing
2.2 Work with the communities on community driven action to increase healthy eating and active living	All agencies as appropriate	Action plans for each community N partnerships N community members involved	Meeting minutes Community produced documents	Ongoing
2.3 Data collection for Deakin research (Respond grant application)	CDH PCC GVH GSCC NDHS YH	N schools engaged N agencies involved in data collection N staff trained in data collection	Data outcomes (Deakin report) Tracking document	2018

Priority area	Capacity Building
Goal	All staff working on the IHP plan are connected, supported and equipped to fulfil their roles with confidence.
Target population group/s and target settings	IHP Funded agencies Partner agencies (not funded for IHP)
Budget and resources (include evaluation budget)	Goulburn Valley Primary Care Partnership - 0.2 FTE
Key evaluation question/s	Are the IHP workers connected? Are the IHP workers supported? Do the IHP workers have confidence in their abilities to deliver the IHP Plan?

Objective 3	Impact indicators	Evaluation measures/tools
Build the capacity of member agencies to work collaboratively to plan, implement and evaluate primary prevention	<ul style="list-style-type: none"> • Management support from funded agencies (and other relevant partners) • Improved integration of health promotion planning process across funded IHP agencies (and other relevant partners) • Maturing of partnerships from networking to collaboration • Greater proportion of planned health promotion initiatives delivered in partnership with the local community and other agencies • Agencies take leadership role in IHP within sub region or in relations to a priority area/programs or setting 	Sign off from funded agencies Endorsement from other relevant partners Workforce organisation survey Partnership tools

Strategy/Intervention	Lead agencies	Process indicators	Evaluation measures/tools	Timelines and responsibilities (include partners as relevant)
<p>3.1 Facilitate the coordinated planning, implementation, monitoring, evaluation and reporting of the GV PCP IHP Plan.</p>	<p>GV PCP</p>	<p>Meeting attendance Reports submitted according to expected timeframes N IHP working group meetings All funded agencies actively participating Relevant member agencies actively participating</p>	<p>Attendance records Documentation records</p>	<p>As per plans and guidelines</p>
<p>3.2 Provide member agencies a platform for peer learning and networking</p>	<p>GV PCP Member agencies</p>	<p>N training/events held N IHP Network meetings N guest speakers at IHP Network meetings N peer led presentations (GV PCP workforce) Mentoring peer support meetings (1-1 and group)</p>	<p>Attendance records Meeting minutes</p>	<p>Ongoing</p>
<p>3.3 Disseminate findings from our work and contribute to the evidence base for primary prevention</p>	<p>All agencies</p>	<p>N of abstracts submitted N of conference presentations N of journal articles submitted N of journal articles published Reports disseminated</p>	<p>Tracking document</p>	<p>Ongoing</p>

<p>3.4 Disseminate findings to the community in ways that are understandable</p>	<p>All agencies</p>	<p>N of showcases of outcomes N of views on social media N of likes on social media N of shares on social media N reports featuring health promotion outcomes</p>	<p>Tracking document Social media analytics</p>	
<p>3.5 Pursue opportunities and continue to build the future IHP workforce in the region</p>	<p>All agencies</p>	<p>N students engaged and supported N volunteers engaged and supported Workforce organisation survey completed N projects identified N projects completed with student involvement N projects completed with volunteer involvement N collaborative placements supported</p>	<p>Workforce organisation survey</p>	<p>Ongoing</p>
<p>3.6 Investigate and support IHP deliverables in the Strathbogie Shire</p>	<p>PCC Strathbogie Shire GV PCP</p>	<p>Proposal for service in Strathbogie Shire completed N IHP interventions implemented in Strathbogie Shire</p>	<p>Proposal document Tracking document MOU</p>	<p>Ongoing</p>

Appendix 1: Partners in planning and implementation

Greater Shepparton City Council

Moira Shire

Nathalia District Hospital

Strathbogie Shire

Valley Sport

Appendix 2: Settings

The following list of settings describes potential targets for this IHP plan (but is not limited to only these settings)

Setting	Population
Workplaces	Workers and their families
Early Childhood Centres (Kindergarten, Family Day Care etc)	Children aged 0-5 and their families
Primary Schools	Children aged 5-13 and their families
Secondary Schools	Young people aged 12-18 and their families
Adult learning centres (TAFE, Universities etc)	Adults and their families
Charitable Organisations (Vulnerable communities
Sporting facilities	Participating community members and their families
Community infrastructure (halls, pools etc)	Whole community
Local businesses	Business owners, their staff and consumers
Neighbourhood houses	Whole community
Libraries	Whole community
Aged care facilities/services	Residents, staff and their families
Maternal and child health centres	New parents and their families
Health services (hospitals, doctor clinics etc)	Staff and clients of services, and their families
Markets	Whole community
Emergency Services (CFA, SES etc)	Volunteers and their families
Service clubs and community groups (Lions, Rotary etc)	Volunteers and their families
Community events and activities	Whole community
Community organisations	Staff and users of the organisation
Faith based settings	Attending community members

Appendix 3 – Intervention descriptions

Name – Smiles 4 Miles

Target setting(s) – Early Childhood Settings

Description – Smiles 4 Miles aims to improve the oral health of preschool aged children in Victoria by promoting three key messages – drink well, eat well, clean well. The program is based on the World Health Organisation’s Health Promotion Schools Framework and is delivered predominantly in kindergartens.

Name – Achievement Program

Target setting(s) – Early Childhood Settings, Primary and Secondary Schools & Workplaces

Description – An initiative of the Victorian Government, Victorian Prevention and Health Promotion Achievement Program recognises achievements in promoting health and wellbeing and supports the development of safe, healthy and friendly environments for learning, working and living in:

- schools and early childhood education and care services; and
- workplaces, workforces and local communities

Name – Good Sports Program

Target setting(s) – Sporting clubs and facilities

Description – Good Sports work together with local sporting clubs to build a healthier sporting nation.

Name – Act-Belong-Commit

Target setting(s) – Variable

Description – Act-Belong-Commit is a comprehensive health promotion campaign that encourages individuals to take action to protect and promote their own mental wellbeing and encourages agencies that provide mentally healthy activities to promote participation in those activities.

References and resources

- Department of Health and Human Services – Advice for public health and wellbeing planning in Victoria: planning cycle 2017-21 (<https://www2.health.vic.gov.au/about/publications/policiesandguidelines/public-health-wellbeing-planning-advice-2017-2021>)
- Victorian Public Health and Wellbeing Plan (<https://www2.health.vic.gov.au/about/health-strategies/public-health-wellbeing-plan>)
- Victorian Public Health and Wellbeing Outcomes Framework (<https://www2.health.vic.gov.au/about/health-strategies/public-health-wellbeing-plan>)
- Evaluation framework for health promotion and disease prevention programs (<https://www2.health.vic.gov.au/about/publications/policiesandguidelines/Evaluation-framework-for-health-promotion-and-disease-prevention-programs>)
- Department of Health and Human Services – Geographical profiles and planning products, Greater Shepparton C Profile (<https://www2.health.vic.gov.au/about/publications/data/goulburn-area-2015>)
- Department of Health and Human Services – Geographical profiles and planning products, Moira S Profile (<https://www2.health.vic.gov.au/about/publications/data/goulburn-area-2015>)
- Department of Health and Human Services – Geographical profiles and planning products, Strathbogie S Profile (<https://www2.health.vic.gov.au/about/publications/data/goulburn-area-2015>)
- Dental Health Services Victoria – LGA Oral Health profiles (<https://www.dhsv.org.au/about-us/reports-and-publications/LGA-oral-health-profiles#lga>)
- Greater Shepparton Municipal Health and Wellbeing Plan – (<http://greatershepparton.com.au/community/safety-and-wellbeing/municipal-health-plan>)
- Moira Shire Municipal Health and Wellbeing Plan – (http://www.moira.vic.gov.au/Community_Health/Municipal_Public_Health_and_Wellbeing_Plan)
- Strathbogie Shire Municipal Health and Wellbeing Plan – *Awaiting release*
- Hume Region Oral Health Plan – *Awaiting release*