

HEALTH PROMOTION ACTION PLAN 2022 - 2023

Terang and Mortlake Health Service



TERANG & MORTLAKE
HEALTH SERVICE



Acknowledgement of Country

Terang and Mortlake Health Service (TMHS) respectfully acknowledges the Traditional Owners and Custodians of the land on which we work and live, the Kirrae Whurrong people, and their Elders past and present.

About us

TMHS provides a wide range of health care services to a geographic area of approximately 3,108 km² covering the townships/districts of Terang, The Sisters, Ecklin South, Noorat and Glenormiston South (Terang & district) and Mortlake, Caramut, Derrinallum and Woorndoo (Mortlake & district) which are in the Shires of Corangamite and Moyne respectively.

TMHS invests in Health Promotion initiatives and strives to build positive relationships within our communities. This investment reflects the importance of promoting health alongside the provision of excellent healthcare and rehabilitation services.



Context

TMHS have developed this plan after taking into consideration our local area, and the needs of the people living within our local communities. TMHS are funded to deliver health promotion activity through the Department of Health's "Small rural flexible funding (Activity 35048)". TMHS supports health promotion activity with a 0.8 FTE Health Promotion Officer position.

As per the Department of Health's directive, TMHS has developed an action plan that will commence 31st October 2022 and expire on 31st July 2023. A further annual plan will be created to follow from this, until 31st July 2024.

TMHS aim to grow established partnerships and develop new relationships with potential partners in our local government areas. In doing so, we strive to strengthen our position as a leader in Health promotion working within the local community to bring better health outcomes for our population. 2021 census data tells us, that our local government areas of Moyne and Corangamite have different health outcomes when compared to the rest of Victoria. We have chosen our priority areas based on this information and from consultation with our current partners.

The Community Health – Health Promotion program delivers initiatives that are focused on change in the community and in settings where people live, learn, work and play. As leaders in our community TMHS participates in the programs which we facilitate within the community. TMHS has reached 5 or the 6 benchmarks in the achievement program, follows the healthy choices guidelines and has acknowledgment of completion for the current requirements. TMHS are also committed to the goals outlined in the Victorian Government's Health 2040 of 'Better health – a system geared to prevention as much as treatment', and the Victorian Cancer Plan 2020 – 2024.

TMHS will align our work with our current and future partners to reinforce the public health measures which are currently identified within our LGA.



Strategic alignment of effort

To guide collaborative development within local communities, new Local Public Health Units (LPHU) have been created. TMHS sits within the Barwon South West region which is led by Barwon Health. These units have been created to assist communities identify local issues then tailor and deliver public health initiatives to have positive impacts for the communities they are delivered to.

TMHS will continue to foster relationships already in place, particularly partnering with Corangamite Health Collaborative. The Healthy Well Corangamite Network strategically aligns their efforts to complement the Corangamite Shire Municipal Public Health and Wellbeing Plan. This was undertaken to strengthen collective efforts across the Shire.

TMHS will collaborate and build relationships with the Moyne Shire, to create a mutual partnership where TMHS and Moyne Shire can complement each other and work towards fulfilling efforts detailed in the Moyne Shire Municipal Health and Wellbeing Plan 2021. This is the first time the Moyne Shire has created a Health and Wellbeing Plan.



What is health promotion?

What is health?

“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity” - World Health Organization, 1946.

What is health promotion?

“Health promotion is the process of enabling people to increase control over, and to improve their health” - Health Promotion Glossary, 1998.

Why invest in health promotion?

Chronic conditions such as type 2 diabetes, heart disease and some cancers as well as anxiety and depression present huge challenges to the health system as they're expensive to treat and burden families and communities through pain and suffering, loss of income or productivity. Death and disability from poor health can be prevented.

Encouraging lifestyle change is one way health promotion works but when we look deeper we see that it's about more than just encouraging lifestyle change there are also more complex underlying elements that contribute to illness. These are known as the social determinants of health and they include income, cultural background, employment, housing, education and social support.

For example if you're unemployed you're more likely to live in poor housing, have limited social support and thus are more likely to experience stress, anxiety, depression and you're more likely to smoke. Similarly if you're from a culturally diverse background you may experience racism which can also lead to stress, anxiety and depression.

Health promotion works to address issues like these by taking action on the things that cause ill-health, i.e. the determinants of health, these include: supporting strong social networks, advocating for respectful relationships, encouraging attitude change, developing healthy safe and supportive communities, ensuring research informs efforts and supports good public policy and works to reduce health inequalities.

Our health promotion vision

The public health vision

- The environments where people live, work, play and study are safe and healthy, and will promote the wellbeing of future generations
- Everyone is supported to live their healthiest life, and intergenerational health outcomes are improved

- People are connected with the right supports, in the right place and at the right time to deliver outcomes that matter to Victorians.



The Health Promotion Program is aiming to achieve the greatest impacts using CH-HP guidelines and gives settings the potential to focus on targeted interventions that relate directly to the communities where we live. The guideline acknowledges that not all communities have the same needs or the same access to care, hence giving flexibility to address disparities using secondary interventions.

Our priorities, target groups and settings

The intention of this plan is to establish equity in healthcare, to provide healthcare that is culturally safe, inclusive and care that will not cause further harm. We aim to use established resources and work with current healthcare partners and communities to bring about change in the health status of our LGA and the broader community.

The action plan that TMHS as part of the Community Health – Health Promotion program is aligned with the focus areas of the Victorian public health and wellbeing plan 2019-2023. All priority areas will be overlaid with a climate impact lens.

The priority action areas chosen and make up the 70% are

- Active Living
- Healthy eating
- Tobacco and e-cigarette related harm



And 30%

- Preventing all forms of Violence

State wide resources will be used to continue to engage and promote health and wellbeing in our local community. Particular focus will be implementation of the Achievement Program, Vic Kids Eat Well and the QUIT program within our target group settings.

- Achievement program
- Vic Kids Eat Well (VKEW)
- Healthy Eating Advisory Service (HEAS)
- Health Choices Guidelines
- QUIT
- Victoria Healthy Eating Enterprise (VHEE)
- The Orange Door

Partnerships

TMHS has identified numerous partners that we collaborate with to work towards a healthier community. It has been identified that TMHS has the potential to further engage within our local communities, and that will be a priority while working towards our impacts of this plan. TMHS will take advantage of the shift towards using some secondary prevention measures to support agencies introducing new health related programs, and to build new partnerships within our communities.

To foster these partnerships, a survey will be presented to community organizations/groups requesting what types of health partnerships would benefit their groups/organizations. It is recognized there are limitations to this process. These same organizations will be given resources about current government initiatives that may be of interest to them. (Achievement Program, Vic Kids Eat Well)

TMHS has created a list of current and potential collaborative partners –

- Healthy Well Corangamite Network
- Beaufort & Skipton Health Service
- Camperdown Community House
- Colac Area Health



- Cooinda
- Corangamite Shire Council
- Department of Health
- Moyne Shire Council
- Simpson & District Community Centre
- South West Healthcare
- South West Primary Care Partnership
- South West Sport
- South West Tafe
- Terang & Mortlake Health Service
- Timboon & District Healthcare Services
- Western Region Alcohol and Drug Centre
- Women's Health & Wellbeing Barwon South West
- All Schools, Early Learning and Child Care settings
 - Mortlake P-12
 - Terang P-12
 - Hampden Catholic Schools Network – St Colmans Mortlake & St Thomas Terang
 - Panmure Primary School
 - Cudgee Primary School
 - Terang Kinder
 - Mortlake Kinder
 - Chatsworth Kinder
 - Buckle my Shoes childcare
 - Ready Set Go childcare
 - Corangamite mobile childcare
- Clubs – Sporting or Social – Terang & Mortlake (Potential Partners)
 - Football/ Netball clubs – Terang Mortlake, Woorndoo Mortlake, Kolora Noorat, Caramut, Lismore/ Derrinallum, Terang Mortlake female team
 - Cricket clubs – Mortlake, Terang, Noorat, Woorndoo. *Currently partnered with Port Fairy Cricket Club*
 - *Macarthur Pony Club – Currently partnered – Mt Emu Pony Club*



- Basketball – Terang Stadium
- *Terang Fitness – Gym – Currently partnered*
- Bowling clubs – Mortlake & Terang
- Men's Shed Mortlake
- Large Local Business
 - Mt Noorat Freighters – Have been partners in the past
 - Star Printing
 - Ridley's Mill
 - Clarke's Café – (Lunch orders)
 - The Shed, Noorat – (Lunch orders)
- Local Libraries – Terang and Mortlake

TMHS are active partners in many partnering groups and attend meeting with other stakeholders when possible for collaboration and to build working knowledge. Groups include Victorian Healthy Eating Enterprise (VHEE) and the Victorian Active Living Alliance (VALA), Victorian Healthcare Association (VHA), QUIT, Vic Kids Eat Well (VKEW), Healthy Eating Advisory Service and others.

Guiding principles

The following principles guide our health promotion planning and decision making, and ensure our sustained investment in health promotion leads to improvements in population health and wellbeing.

We ensure all of our work:

- Is in line with the TMHS Health Promotion Plan
- Addresses the social determinants of health
- Is evidence-based or will contribute to building evidence
- Is both strategically aligned and actioned
- Embraces an equity approach
- Considers diversity including gender, culture, ethnicity, age, disability and sexual orientation
- Is developed in collaboration with others and
- Creates lasting change

Priority Area – Active Living

Rationale

In 2017, the Victorian Population Health Survey found that 49.5% of adults from across the Corangamite Shire were meeting Australian physical activity guidelines, as outlined by the Department of Health. This is a decrease from 2008 (56.8%) and is below the Victorian average (50.9%). Compared to adults residing in the Moyne Shire, where 52.5% were shown to be sufficiently active, which is also substantially lower than previous years (64.3% in 2008).

In 2019, a research project conducted with a cohort of grade 4 & 6 children from across Corangamite and Moyne, found modest improvements in physical activity levels. However, they're still alarmingly low with only 20.4% of Corangamite students found to be meeting physical activity guidelines. This is a slight increase from 2015 (16.9%). Moyne fared slightly better with 22.7% of students meeting physical activity guidelines, which is also an improvement from 2015 (15.3%).

Sources: [Victorian Population Health Survey](#) & [GLOBE](#)

Timeframe – 30th June 2023

Key Initiatives/Objectives	Target Group & Setting	Partnerships	Indicators of Success
<p>Lead</p> <ul style="list-style-type: none"> Implement initiatives & government programs Coordinate Community of Practice <p>Support</p> <ul style="list-style-type: none"> Organisations to produce policy Local actions to link agencies 	<p>All Ages</p> <ul style="list-style-type: none"> TMHS Primary & Secondary schools Social & Support Groups Work places Teenage girls and women 	<ul style="list-style-type: none"> TMHS VALA – Victorian Active Living Alliance Vic Health Local Government Terang Fitness South West Sport Victorian Government Healthy Well Corangamite Terang & Mortlake Female football team 	<ul style="list-style-type: none"> Active supports to implement Achievement Plan Number of request for engagement/education Interactions with active living initiatives eg, This girl Can, Gym offers, planned exercise groups, Active April, walk/ride to school Participation in organisation specific active living programs (TMHS) Interactions on Social Media



<ul style="list-style-type: none">• Champion Campaign messages			<ul style="list-style-type: none">• Uptake of Sports Vouchers (Vic Govt)• Number of participants in Communities of Practice group (Survey Monkey)
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Priority Area - Healthy eating

Rationale

In 2017, the Victorian Population Health Survey found that the adult populations of Moyne and Corangamite shires were consuming only 3.4% & 6.23% respectively of the guidelines outlined by the National Health and Research Council. This is a slight decrease from 2008 (8.29%). Additionally, 53.22% (Moyne) & 55.1% (Corangamite) did not meet either fruit or vegetable consumption guidelines.

Comparable eating patterns are also reflected in children within the region, particularly when it comes to vegetable intake. In 2019, a research project conducted with a cohort of grade 4 & 6 students, found that only 21.4% (Corangamite) and 16.5% (Moyne) of students were meeting vegetable consumption guidelines.

Data relating to daily Adult consumption of sugar-sweetened drinks also identified high consumption of these beverages. Moyne- 8.1% & 11.8%- Corangamite

Sources: Victorian Population Health Survey & GLOBE

Timeframe – 30th June 2023

Key initiatives/Objectives	Target Group & Setting	Partnerships	Indicators of Success
Lead <ul style="list-style-type: none"> Implement initiatives & government programs Coordinate Community of Practice Creation of local program to introduce vulnerable people to low cost nutritional food 	All Ages <ul style="list-style-type: none"> Early Childhood settings TMHS Primary & Secondary schools Social & Support Groups Work places Child & Maternal Health	<ul style="list-style-type: none"> South West Healthcare TMHS Vic Health Local Government Terang Fitness Victorian Government Healthy Well Corangamite Anglicare Mortlake Warrnambool food share 	<ul style="list-style-type: none"> Number of small bites & large bites achieved by target groups Number of request for engagement/ education Number of groups/organisation who have value added to menus to increase Green options & reduce red options

<p>Support</p> <ul style="list-style-type: none"> • Organisations to produce policy • Local actions to link agencies • Food security initiatives 			<ul style="list-style-type: none"> • Interactions with promotional programs • Number of participants in organisation run healthy living programs (TMHS) • Interactions on Social Media • Number of participants in Communities of Practice group (Survey Monkey) • Utilisation of VHA impact measures (Currently under development)
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Priority Area - Tobacco & e-cigarette related harm

Rationale

Vaping & e-cigarette smoking is rising for young people who have not smoked cigarettes. Looking with an intersectional lens we know that young people who experience low socioeconomic status, mental health, alcohol abuse, are Aboriginal or Torres Strait Islander or identify as LGBTIQ+ are more likely to engage in tobacco related harm.

Timeframe – 30th June 2023

Key initiatives/Objectives	Target Group & Setting	Partnerships	Indicators of Success
Lead <ul style="list-style-type: none"> Review of TMHS smoking and e-cigarette policies Support <ul style="list-style-type: none"> Partners to produce smoking & E-cigarette policy – ‘Big change’ Partners to educate children and families about e-cigarette related harm Champion the QUIT messages <p>Support organisations/ groups to implement ‘small changes’ listed in the potential actions (VHA document)</p>	<ul style="list-style-type: none"> Secondary Students & Parents Secondary schools Sport & Recreation groups where teens frequent School councils & P&F groups 	<ul style="list-style-type: none"> QUIT Local government / Youth council Cancer Council Healthy Well Corangamite TMHS & SWHC smoking cessation support 	<ul style="list-style-type: none"> Active supports to implement Achievement Plan Number of request for support/ engagement/education Number of ‘Big & Small’ changes completed Interactions with promotional programs Interactions on Social Media Number of participants in Communities of Practice group (Survey Monkey) Active engagement with local council Utilisation of VHA impact measures (Currently under development)

Priority Area – Preventing all forms of Violence

Rationale

Following the 2015 Royal Commission, governments and agencies have been working to implement the 227 recommendations that were handed down in the findings.

The Personal Safety Australia & ABS 2016 data state

- Two in five Australian adults had experienced violence since age of 15.
- One in six women and one in seventeen men experienced partner violence.
- One in two women and one in four men had experienced sexual harassment.
- One in six women and one in ten men experienced abuse before age of 15.

Timeframe – 30th June 2023

Key Initiatives/Objectives	Target Group & Setting	Partnerships	Indicators of Success
Lead <ul style="list-style-type: none"> • Review of TMHS policies • Champion People matters Survey for data collection Support <ul style="list-style-type: none"> • Agencies to introduce education to raise awareness of what constitutes violence & how it can impact across the lifespan 	All Ages <ul style="list-style-type: none"> • TMHS • Workplaces • Social & Sporting clubs • Secondary Students • Aged Care services 	<ul style="list-style-type: none"> • South West Health Care • SHRFV Project • TMHS working group & Contact Officers • CoP Family Violence group • Healthy Well Corangamite • Women's Health and Wellbeing Barwon Southwest • Victoria Police • Local Government • Ambulance Victoria • Orange Door 	<ul style="list-style-type: none"> • Interactions with promotional programs eg- 16 Days of Activism, IDOHOBIT Day, White Ribbon Day • Interactions on Social Media • Use people matters survey data to measure workplace interventions



<ul style="list-style-type: none">• Support local actions to link together		<ul style="list-style-type: none">• Emma House• GP Clinics• CASA	
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