

INTRODUCTION

Barwon Health aligns existing integrated health promotion funding and efforts with organisations in the G21 region in a collective impact approach. Our work reflects shared regional priorities and aligns with the Municipal Public Health and Wellbeing Plans of the local governments in the G21 region. The 2020-2021 reporting period is the fourth year of alignment with regional priorities and collaborative action to:

- Increase Healthier Eating and Active Living (HEAL)
- Prevent Violence Against Women (PVAW)

ABOUT THIS REPORT

This report outlines the major achievements over the 2017-2021 reporting period and includes:

- The principles underpinning our work, the approaches we adopt and the settings in which we work to promote health and wellbeing
- An overview of Barwon Health initiatives for 2020-21 as part of the regional HEAL and PVAW work
- Summary of key impacts of the work over the four year reporting period
- Coronavirus (COVID-19) impacts

WHAT INFLUENCED OUR WORK DURING 2017-2021

The 2017 - 2021 reporting period was impacted by several significant challenges including the health services cyber security incident in 2019 and the COVID-19 pandemic. The ongoing COVID-19 pandemic reduced our engagement with community and partner organisations and also saw significant Healthy Communities Unit (HCU) staff redeployed to support Barwon Health's response to the pandemic. However 2017-2021 also had many highlights. Working with a collective impact and systems approach we increased our reach and developed new strategic partnerships which saw health promotion resources and expertise shared across the G21 region.

ACKNOWLEDGMENT OF COUNTRY

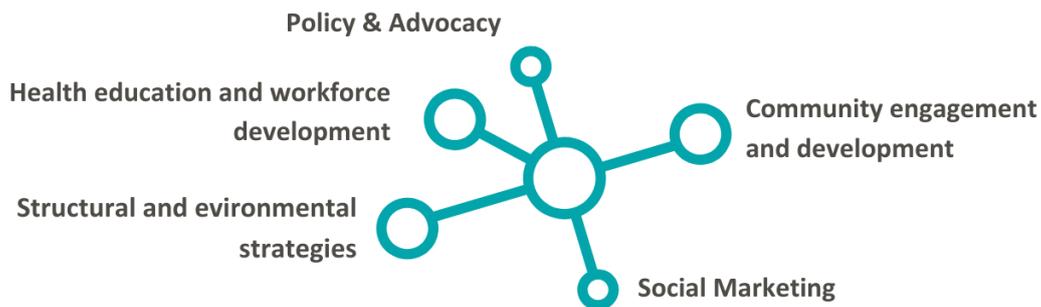


We acknowledge the Traditional Owners of the land where we work and live, *the Waddawurrung people of the Kulin Nation*, and pay respects to Elders past, present and future.

THE WAY WE WORK

We apply place-based primary prevention principles, underpinned by health literacy, health equity, collective impact and systems thinking techniques and approaches, to deliver a range of different interventions where people live, work, learn and recreate.

“ Together with our community we build healthier lives.



Healthier Eating & Active Living

- Increased water consumption
- Decreased sugar sweetened beverage consumption
- Increased vegetable consumption
- Increased incidental activity
- Increased workers health in the G21 region



Prevention of Violence Against Women

- Strengthened health services leadership commitment to safe, equal and respectful communities
- Developed and communicated key messages
- Increased capacity of the community to act to prevent violence against women
- An evidence base to inform future practice



Mental Health Promotion

- Increased community participation in mental health and wellbeing initiatives
- Built partnerships to promote young people's mental health and wellbeing
- Increased community awareness of factors that enhance social and emotional wellbeing

Our work at a glance

WHERE WE WORK: OUR SETTINGS AT A GLANCE



EDUCATION & EARLY YEARS

- Increasing vegetable consumption
- Increasing water
- Decreasing sugar sweetened beverages
- Prevention of Violence against Women
- Mental health

- Increasing water
- Decreasing sugar sweetened beverages
- Mental health

SPORT & RECREATION



- Increasing vegetable consumption
- Increasing water
- Decreasing sugar sweetened beverages
- Prevention of Violence against Women
- Active living
- Mental health



COMMUNITY

- Achievement Program
- Healthy Choices
- Increasing vegetable consumption
- Increasing water
- Decreasing sugar sweetened beverages
- Prevention of Violence against Women
- Active living
- Mental health

HEALTH



- Achievement Program
- Healthy Choices
- Increasing vegetable consumption
- Increasing water
- Decreasing sugar sweetened beverages
- Prevention of Violence against Women
- Active living
- Mental health



WORKPLACES

Timeline of key activities 2017-2021

HEALTHY EATING





HEALTHY EATING

INCREASING CONSUMPTION OF WATER AND DECREASING CONSUMPTION OF SUGAR SWEETENED BEVERAGES

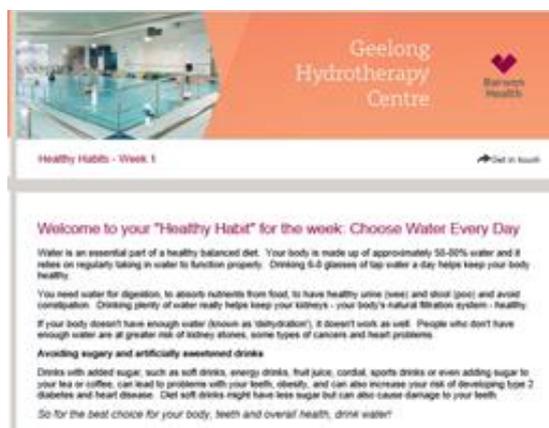
Barwon Health co-lead the increasing consumption of water and decreasing consumption of sugar sweetened beverages (SSBs) working group as part of the regional HEAL Plan.

2020 - 2021 PROGRESS

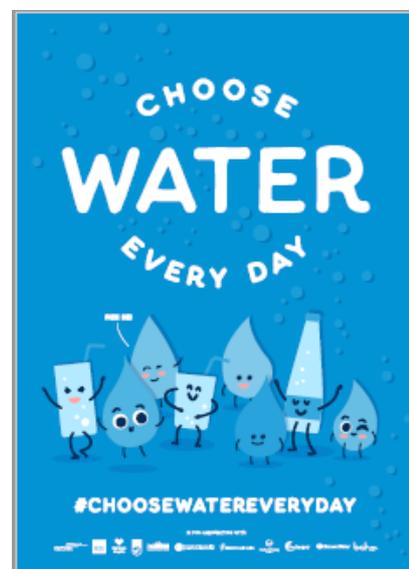
Promote the consumption of water across the G21 region

A major focus in this work area was as an active partner in the HEAL regional collective action work delivering the Choose Water Every Day (CWED) social marketing campaign. This involved:

- Localisation of CWED campaign on World Water Day. Social media campaign (posts = 2, reach >20,000)
- Workplace behaviour change CWED challenge directly promoted with five large workplaces (> 1500 employees) and broadly promoted across the G21 region via the Workplace Health eNewsletter to 295 recipients
- Built capacity of Barwon Health Hydrotherapy and Continence services to promote CWED messages with their clients (>100 clients)



Barwon Health Hydrotherapy newsletter



Choose Water Every Day poster

Take the Choose Water Everyday Water Challenge

Get a team together and watch your health improve

The benefits

- Good for health
- Save money. Tap water is free
- Team support
- Concentrate better

Did you know?

- Your body is **70%** water. Dehydration leads to health problems like headaches and longer term damage to organs.
- Drinking plenty of water everyday keeps your body in top shape and helps you concentrate.
- There are **16** teaspoons of sugar in one 600 ml bottle of soft drink.

How to set up a Choose Water Everyday Challenge

- Getting started**
- Choose a team leader and get your team together.
 - Choose a time period i.e. one month.
 - Set up a tracking system. Use the template included to record the amount of water each team member drinks each day.
 - Choose prizes or rewards for meeting the challenge.
 - Ensure drinking water is accessible and encourage use of reusable drink bottles.
- Checking in and celebrating success**
- Encourage each other.
 - Use a urine colour chart to track your hydration.
 - It may help to download a water reminder drink App to your phone.
 - Celebrate at the end of the challenge and discuss ways to keep choosing water everyday.



Workplace behaviour change CWED challenge flyer

KEY IMPACTS OVER 2017-2021

- The Choose Water Everyday was a successful regional social marketing initiative which was shared across the G21 Region >900,000 times by the collective HEAL working group
- We supported five large workplaces to remove SSBs and increase water consumption at work with a reach of over 1500 employees. One of these workplaces provided feedback that they had made significant changes after participating in the Choose Water initiative (see below)

All team members describe changing their drinking behaviour. Some suggested moderate or massive changes (n = 6).



Team members describe changing their drinking behaviour

2017-2021 OVERVIEW

KEY ACHIEVEMENTS	<ul style="list-style-type: none"> • Undertook a community consultation to understand the barriers and enablers of local water/SSB consumption • Audit and removal of SSBs from Barwon Health retail sites and vending machines • Completed a drinking fountain audit at Barwon Health sites and improved access to drinking water at Barwon Health • Participated in multiple engagement events in several community settings to promote CWED messages ▪ Developed and promoted a Healthy Drinks Guide and Choose Water at Work campaign to local workplaces
CHALLENGES	<ul style="list-style-type: none"> ▪ A major collective action initiative, based on “Refill Canberra”, was put on hold due to COVID-19. This initiative planned to work with local cafes and retailers to fill up individual’s water bottles ▪ COVID-19 and staff turnover and capacity impacted on delivery of actions in the last year of the plan
LEARNINGS AND FUTURE DIRECTIONS	<ul style="list-style-type: none"> ▪ Leveraging off existing strategies e.g. Workplace Health and Healthy Choices increased reach of the strategy ▪ Partnerships were key to the success of the Choose Water Everyday initiative and partners are committed to ongoing delivery of the campaign in the 2021- 2025 plan

HEALTHY CHOICES

The *Healthy Choices Guidelines* have been developed by the Victorian Government to help organisations, including Health Services, offer and promote healthier food and drink options. The guidelines comprise a food and drinks classification guide, a menu assessment tool, policy guidelines and nutritional advice. We have continued to encourage their uptake and use.

2020 - 2021 PROGRESS

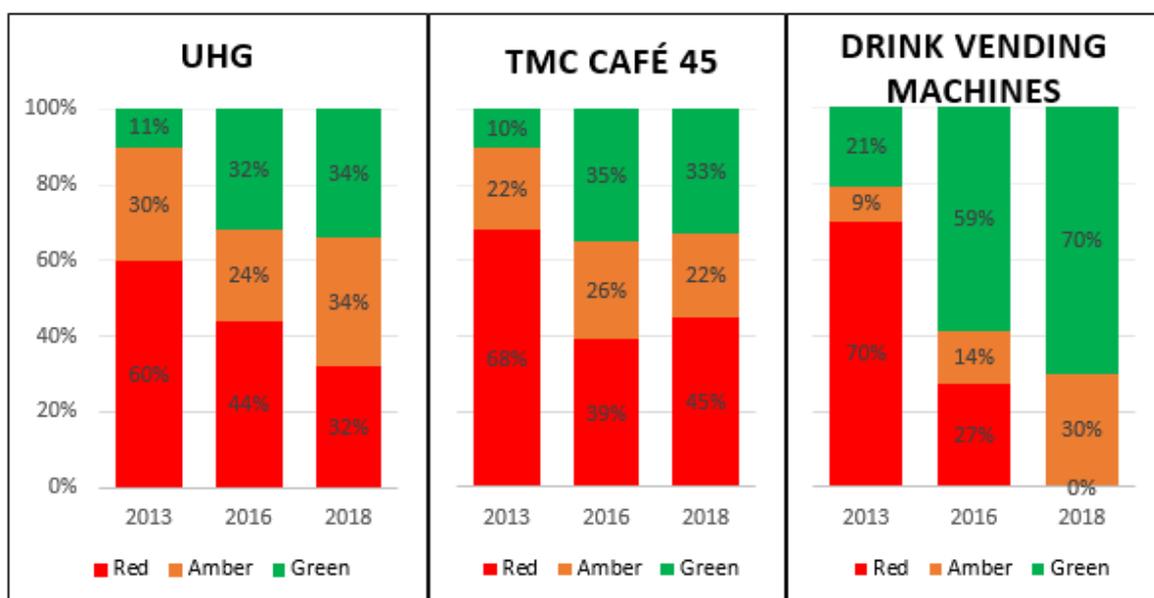
We continued to work internally as a healthcare setting and externally to encourage adoption of the *Healthy Choices Guidelines* and through our Workplace Health Program which has a reach of 175 local workplaces.

- Supported the modification of Barwon Health’s Healthy Eating policy that includes a commitment that Barwon Health will not sell Sugar Sweetened Beverages (SSBs). The organisation’s catering guidelines now also meet Healthy Choices Guidelines.
- Through the Achievement Program two workplaces receiving support achieved the healthy eating benchmark. A further two workplaces completed healthy eating and healthy catering policies. Twelve workplaces have indicated that they are intending to work towards increasing healthy eating.
- COVID-19 Impacts: Further work with the Barwon Health cafeteria was not possible as it was closed during a large proportion of the year due to COVID-19 restrictions. The Healthy Choices audit due to occur in 2020 was also postponed due to COVID-19.

2017-2021

KEY IMPACTS OVER 2017 – 2021

During 2017-2021 Barwon Health made significant impacts to reduce red food and drink items sold in our retail settings.



2017-2021 OVERVIEW

KEY ACHIEVEMENTS	<ul style="list-style-type: none">▪ Supported the modification of Barwon Health's Healthy Eating policy that includes a commitment that Barwon Health will not sell Sugar Sweetened Beverages (SSBs). The organisation's catering guidelines now also meet Healthy Choices Guidelines.▪ Supported five workplaces (over 1500 staff), with Healthy Choices Guidelines, as well as the reduction or removal of SSB's from sale to staff and increasing access to water▪ Capacity building through training and regular product checks with Barwon Health chefs and kitchen staff▪ Healthy fundraising guidelines are in progress▪ Promotion of healthy eating and drinking behaviours to staff and visitors
CHALLENGES	<ul style="list-style-type: none">▪ Implementing Healthy Choices relies on active participating by partners to work towards creating change in the food system. Competing demands, and accountabilities impacts on partners acting to implement change.▪ COVID-19 impacted on internal Healthy Choices action during 2020-2021
LEARNINGS AND FUTURE DIRECTIONS	<ul style="list-style-type: none">▪ Partnerships are key and it is important to look for leverage points in the food retail system▪ Changes made through the Healthy Choices guidelines need ongoing monitoring and support so that changes are maintained

COMMUNITY KITCHENS

Barwon Health continues to oversee the implementation of Community Kitchens (CK) in our region and beyond. This program works with participants across a range of settings to enhance knowledge and skills in food selection, shopping and preparation, improve access to food as well as provide social connections.

2020 -2021 Progress

2020 -2021 resulted in Community Kitchens (CK) being unable to operate due to COVID-19 and closure of community facilities. Five Neighbourhood Houses recorded cooking sessions during lockdown that were published via social media for community members to participate. Community Kitchens have had staggered recommencement since February 2021 with 13 community kitchens operating. CK's have been impacted by the COVID-19 pandemic with changing circumstances for volunteer facilitators, changes to management of host organisations and reduced number of volunteers available.



Welcome to our autumn edition of 'What's Cooking?' Community Kitchen's (CK) newsletter. Our first edition for 2021, we hope you have all had a wonderful start to the year. On behalf of the CK team we would like to wish everyone a safe and happy Easter.

Community Kitchen Newsletter

Supporting the program

A guiding document 'Tips for COVID safe Community Kitchens' was developed, updated regularly and distributed to CK host organisation and facilitators from July to December 2020 to provide COVID-19 relevant considerations for CK's resumption.

The Barwon CK Network resumed virtually from July 2020 with five online meetings to support CK facilitators. On average eight facilitators attended. Community Kitchen Facilitator Training resumed in 2021. Three trainings conducted with total 14 participants. Two trainings cancelled due to timing related to COVID-19 lockdown. Four eNewsletters distributed to 178 recipients.

Promoting program sustainability

Review of CK sustainability early in 2020 has resulted in development of CK Toolkits for facilitators, host organisations and support agencies. Toolkits have been distributed as a package of support as Community Kitchens resume.

During 2020 the facilitator training topics were converted to five online modules available on the Community Kitchen website. Attendees were able to complete facilitator training at a convenient time for them. A final face to face module completed their training and provided an opportunity to engage with other potential facilitators.

2017-2021 OVERVIEW

KEY ACHIEVEMENTS	<ul style="list-style-type: none">▪ Community Kitchens continued to increase in numbers until COVID-19 impacted community programs in 2020/21▪ Increasing number of community kitchens in school facilities, targeting primary school students, newly arrived secondary school students and culturally and linguistically diverse (CALD) mums engaging with school community hubs▪ Management of the Australian Community Kitchen website since 2019▪ Development of resources and online support to promote sustainability of the community kitchen program
CHALLENGES	<ul style="list-style-type: none">▪ COVID-19 had significant impacts on the delivery of the program as groups were not able to meet at local community venues
LEARNINGS AND FUTURE DIRECTIONS	<ul style="list-style-type: none">▪ COVID-19 meant that new ways of delivering training, connection and education were developed and implemented▪ Community Kitchens remains a key intervention for addressing mental health, social connection and healthy eating priority areas

VEGETABLE CONSUMPTION

Working with partners under the HEAL Plan, we have implemented a number of strategies to encourage people to consume more vegetables across the G21 region.

2020- 2021 PROGRESS

Education and Social Marketing

Barwon Health implemented a social marketing campaign targeting vulnerable communities to encourage increased vegetable consumption.

- *Taste the Rainbow* placemats distributed to 200+ vulnerable families via food bank services, supported playgroups, parent groups and to families with pre-school children who attend English classes and multicultural playgroups

Due to the ongoing COVID-19 environment we shifted focus from planned work to respond to the needs of our communities and provide healthy eating support as required, this included:

- Social marketing with “healthy at home” themed messaging (> 20,000 people)
- Promoting use of local fresh food suppliers, local food banks and emergency relief services to over 2000 people through the Barwon Health COVID-19 Contact Tracing and Monitoring service

- Together with our regional partners we created an evidence informed Communications Guide to build capacity of the community to promote vegetable consumption implemented with a place-based approach. This was completed in June 2021 and will be launched in the next planning cycle.



HEAL Promoting Veggies communications guide

2017-2021

KEY IMPACTS OVER 2017 -2021

A focussed effort toward vegetable consumption was a new way to work at the start of this planning cycle. By 2021 there was a notable increase in the number of state wide and national initiatives aimed specifically towards increasing vegetable consumption. Our local collective impact work enabled us to develop partnerships and deliver shared messaging across the region, build knowledge around barriers and enablers to vegetable consumption through community consultation and we tried and tested some new healthy eating community engagement initiatives.

OVERVIEW 2017-2021

KEY ACHIEVEMENTS

- HEAL community consultation which increased our understanding of the barriers and enablers to vegetable consumption
- Built knowledge in a new area and a greater understanding of the issue and we tested ways to promote vegetable consumption
- Collective regional work and sharing resources and expertise with our HEAL partners

CHALLENGES

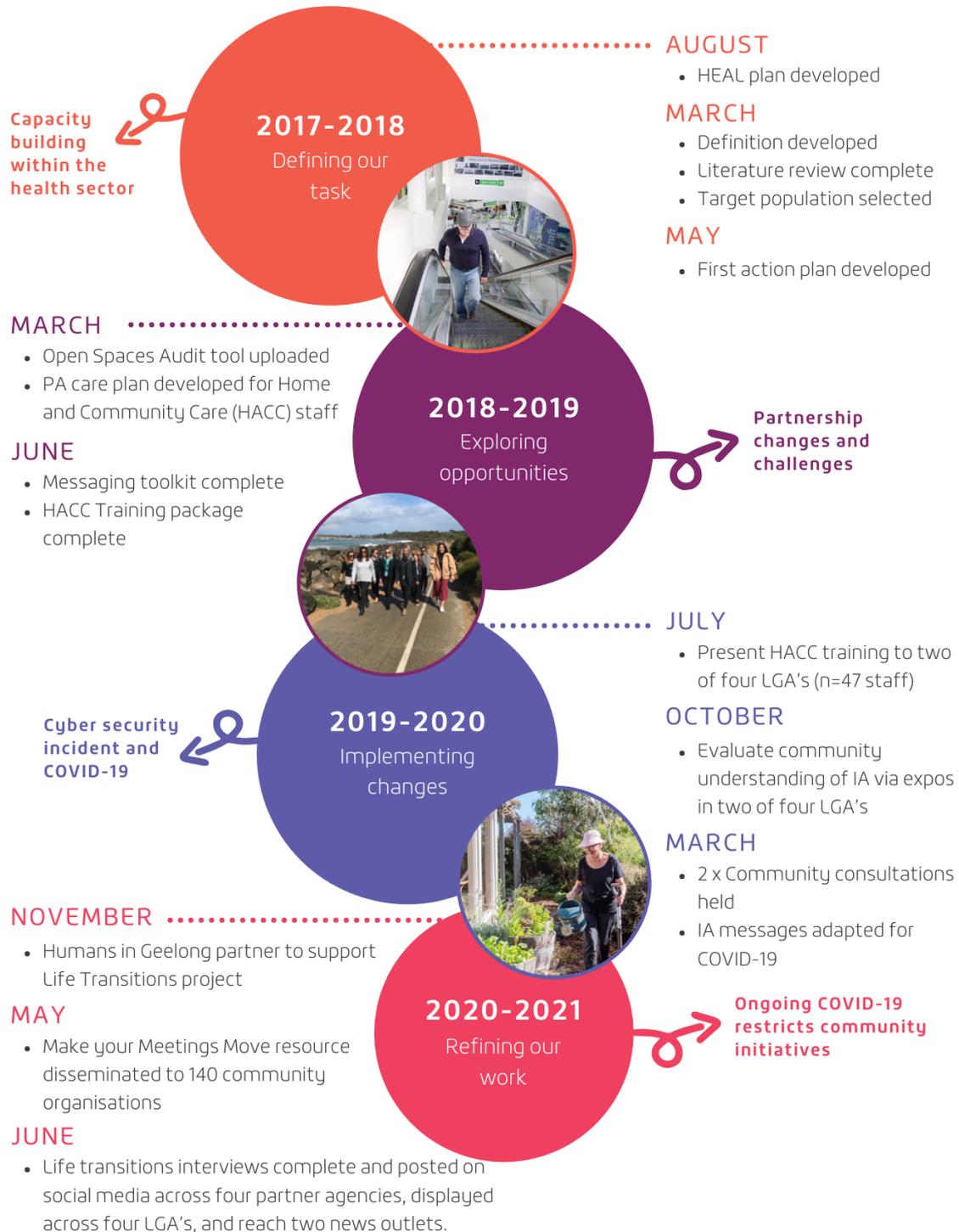
- Focussing on vegetable consumption in isolation was at times challenging as it was difficult to separate from broader healthy eating initiatives
- Children's settings were not a priority setting for Barwon Health in the 2017-2021 plan which impacted on our ability to engage with this target group

LEARNINGS

- Vegetables are key to future healthy eating work and integral to connecting a new climate and sustainability lens (plant based food)
- We have developed a better understanding of the barriers and enablers to vegetable consumption. In the next plan we will build this knowledge into broader healthy eating initiatives

Timeline of key activities 2017-2021

ACTIVE LIVING - INCIDENTAL ACTIVITY





ACTIVE LIVING

INCIDENTAL ACTIVITY

Barwon Health was the lead agency of the HEAL *Increasing Incidental Activity* working group that aimed to increase Incidental Activity (IA) in people aged over 55 years. Throughout 2020-21, COVID-19 impacted the ability of people in our community to change active living behaviours as it resulted in significant isolating and confining older people to their homes. However, it also provided a strong impetus to ensure our message of 'Move More' continued to reach this group through new ways.

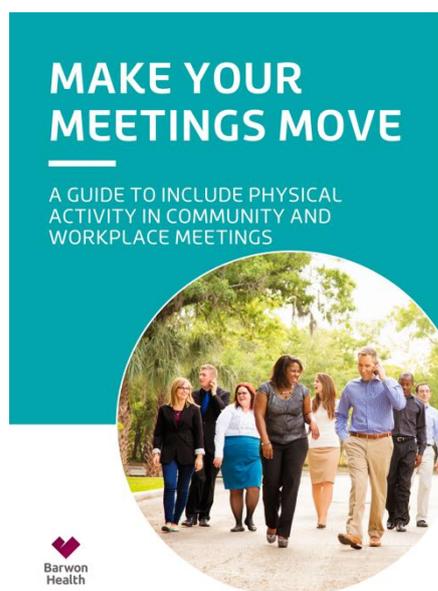
2020-2021 PROGRESS

Create healthy settings and environments

As one of two outcomes of the co-design community consultation initiative implemented in March 2020 (27 individuals representing 12 community-based agencies that work with people aged 55+), a health literate resource was developed for community groups to incorporate incidental activity into their meetings. The 'Make Your Meetings MOVE' resource was disseminated in 2021 to 140 community groups in both online and hard copy formats.

Develop skills and provide health education

In consultation with 47 Home Care providers it was apparent that providing ongoing training to staff who worked away from their base, was difficult to implement and unlikely to reach all staff. To address this issue, in 2020 an online module was produced. During 2020, the online learning module was piloted with 14 members of the Barwon Health Social Supports team with 100% stating the content increased their knowledge, 83% stating the content refreshed current skills and 83% intending to apply the content to their work.



'Make Your Meetings MOVE' resource



Increasing incidental activity online learning module

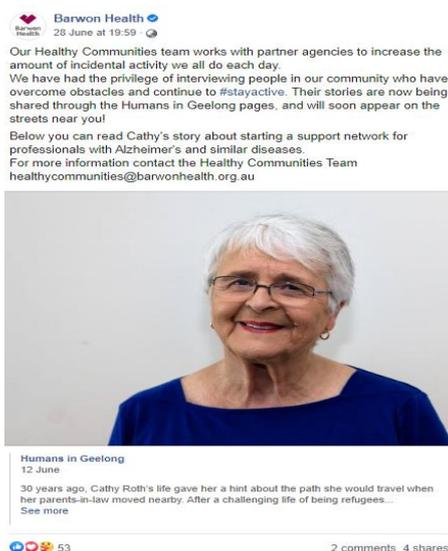
Deliver social marketing strategies and provide health information

A second area identified by the community consultation was to focus on times of significant life changes (loss of health, partner, where people live) as this was identified as having a strong impact on maintaining physical activity. Together with HEAL partners, Barwon Health interviewed 9 older adults who had encountered significant life events and continued to be physically active. Working with the *Humans in Geelong* community initiative, these stories were shared across social media sites and were displayed throughout the region on large STREETFACE posters. Each story reached an average of 171 people with 16 comments and 11 shares.

The key messages developed in 2018-19 were adapted and utilised throughout the COVID-19 pandemic (2020-21) to promote ongoing physical activity through incidental activity, within lockdown situations. These messages have also been utilised within other services within Barwon Health such as Hydrotherapy where 75% of respondents indicated they had made changes to their activity levels following information and discussion about increasing incidental activity.



9 older adults interviewed for STREETFACE



Post shared on Barwon Health's Facebook page promoting STREETFACE

2017-2021

KEY MEASURED IMPACTS OVER 2017-2021

Building capacity of aged care workers to support incidental activity with their clients:

During 2019, 47 home care staff in Colac Otway and Golden Plains local government areas (LGA'S) received training to enhance incidental activity with clients. Attendees reported increased confidence and skills in identifying and supporting client incidental activity. 80% intended to increase their own activity. A physical activity care plan template was developed with aged care services for use with clients to support increased incidental activity.

OVERVIEW 2017 -2021

KEY ACHIEVEMENTS

- Engaging the community in planning and co-design of actions provided innovative ideas and a perspective that had not been seen before. One outcome of the consultations was a '*Make Your Meetings Move*' resource shared with ~140 community agencies
- Life Transitions messages and images were generated across social and news media to promote maintaining physical activity during times of change
- Understanding of IA within the home and community care sector has been enhanced and is now reported as being a regular inclusion into their patient care discussion
- Developed a social marketing toolkit with five simple, focus-group tested health-literate messages promoting incidental activity (containing social media posts, images, posters, website content, sample media releases and supporting resources). This is now utilised by all partners (4 LGA's, Dementia Australia, and G21) Partnerships have been extended and strengthened with a broad range of agencies

CHALLENGES

- Partnership changes impacted on our ability to reach sectors of the community as broadly as had been intended
- This was a new area of work requiring staff training and mentorship in systems thinking skills and practice, aged care processes and barriers
- Older people were strongly affected by the COVID-19 pandemic, being identified as most at risk and becoming isolated. As they are not generally high users of social media, it became very difficult to reach this population over the last two years of the initiative

LEARNINGS

- There is an increased understanding among the partnership of the need to reduce sedentary behaviours through accessible 'nudges'
- Physical Activity initiatives may be best addressed through innovative approaches such as stage of life – which recognise the impact of mental health, social isolation and other factors
- While the community understanding of the term 'incidental activity' has improved over the four years, there is continued confusion with 'exercise' as an additional activity that must be timetabled in rather than incorporated into daily living

CASE STUDY: TAKING A SYSTEMS APPROACH TO ACTIVE LIVING IN THE G21 REGION

In 2017 health services, local Councils and organisations involved in health promotion action from across the G21 region came together to develop a collaborative healthy eating and active living (HEAL) plan. Following this collective planning, Barwon Health (BH) used a systems thinking 'Group Model Building' (GMB) approach to identify and work in areas where we could have the greatest impact. Two areas were identified; increasing physical activity (PA) in workplaces and increasing incidental activity (IA) in people aged 55+ living in the community.

TARGET POPULATIONS

Workplaces are a recognised setting for health promotion action (World Health Organisation 2010) and people over 55 years are identified as the most sedentary group.

PARTNERSHIPS

Prior to 2017 BH had committed to addressing workplace health (WPH) as the regional lead agency coordinating the Healthy Workplaces Achievement Program (WAP). With the emergence of Active Geelong, a local PA advocacy group, a partnership was developed to build on actions targeting active living in workplace settings. The IA initiative partnerships were formed once the target population was decided (55yrs+), and the working group included representatives of four LGA's, Parks Victoria, and community organisations.



GMB session with transport company worker

IDENTIFYING SETTINGS

Having achieved clarity around our target groups and key partners we were able to identify settings required to engage in the work. WPH had already established a network of workplaces who had engaged with the WAP. Three industry areas were identified that demonstrated the lowest rates of PA: transport, retail and shift workers. The IA working group implemented their own GMB process to identify settings. Three settings emerged: open spaces; home care, and community agencies.

ACTIONS

Having formed a new partnership with Active Geelong, and utilising WPH network connections the WPH initiative led a GMB activity with transport company workers to understand barriers to PA at work and create action ideas in February 2020. Ten workers employed in driving, safety and administrative roles participated in two workshops. A range of action ideas were generated and have since been implemented including:

- Improving awareness of roles and cohesion between different work areas within the organisation
- Creating online exercise programs tailored to different roles
- Tips and ideas for quick healthy meals to prepare pre-trip or source on the road which would in turn influence their time and motivation to engage in PA.

The IA working group directly approached community agencies to participate in a GMB process in March 2020. This resulted in 27 people representing 12 agencies generating innovative action areas that had not previously been identified: a resource to incorporate more movement during community meetings; and a focus on mentorship during time of life transitions. In both cases, applying the systems approach to targeted communities, and giving them the authority to lead the decision-making process, enabled the development of a responsive range of strategies that reflected community need, identified gaps, and engaged them in achieving change.

KEY LEARNINGS

1. Collaboration

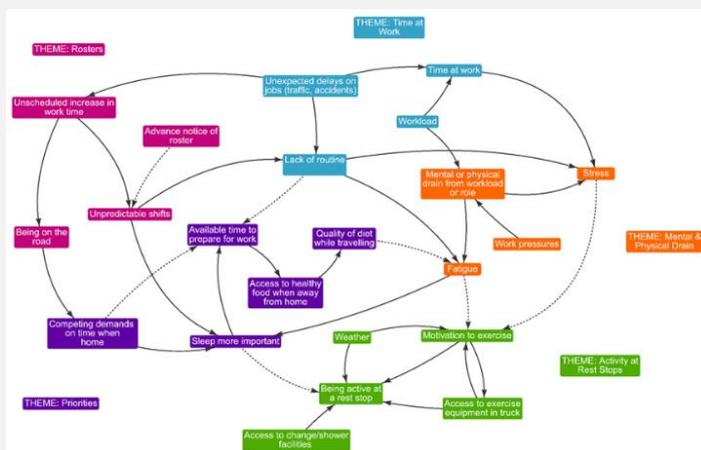
Utilising a systems approach supports a varied, collaborative approach where the diversity of perspectives and pooled resources builds capacity to develop innovative actions.

2. Community engagement:

Implementing community consultations allowed us to consider fresh perspectives and look beyond usual partnerships and practices to a larger 'systems' view of the problem. This broader community view introduced considerations such as crucial times for actions, and broader health needs impacting PA.

3. Expanding understanding of physical activity:

Having the opportunity to work with a variety of partners and communities provided opportunities to reflect and reassess our work. As our understanding of the field increased it became apparent that the notion of 'PA' is not simple, but is part of a broad system of health behaviours within a range of settings, and is impacted by a variety of factors. It became apparent that in order to 'increase active living' it was necessary to look beyond the traditional approaches and address the barriers and enabling factors that would enable change to occur. Utilising a systems approach throughout enabled us to identify ways to engage within the system.



Active Workplace GMB Map

CONCLUSION

As a result of applying systems thinking, we have strengthened and established new collaborative partnerships. This increased the knowledge and skills of our staff, and extended our reach into the community by providing new communication channels to share messages and create change. Utilising this reach into the community, we were able to work with community representatives and agencies to understand the problem. Working with the community in this way strengthens and builds our capacity and allows us to refine our approach and actions, so that we continually build our skills in applying systems thinking throughout our work.

Timeline of key activities 2017-2021

WORKPLACE HEALTH





WORKPLACE HEALTH

Barwon Health delivers a Workplace Health initiative, a multi-level intervention that addresses healthy eating, physical activity, alcohol and other drug use, smoking, mental health and wellbeing in the places where people work. Our work supports the local implementation of the state-wide *Healthy Workplaces Achievement Program (WAP)* and aligns with the HEAL regional plan.

2020-21 PROGRESS

We continue to encourage healthier workplaces using the WAP framework through supporting 175 workplaces in the G21 region. The impacts of COVID-19 have been significant on local organisations and the way we have been able to work with them. Our strategies over the 2020-2021 reporting period have continued to involve a combination of direct support, partnerships, education and training, and communications, but some areas have required a modified approach.

Direct support:

- Over the reporting period, an additional eight workplaces have registered with the Achievement Program via the Cancer Council Victoria portal
- Supported 175 workplaces in G21 region through resources, newsletters and events (increase of four from 2019-20)
- Capacity to provide intensive support to workplaces over the last 12 months was compromised by the conditions that COVID-19 created within workplaces. Intensive support was continued with five organisations (>1500 employees)
- Facilitated the Workplace Health Network. Four meetings were scheduled over the reporting period, one meeting occurred using a virtual platform, three did not occur due to COVID-19 disruption i.e. BH staff redeployment and public health restrictions. Workforce changes in businesses over the last 12 months has caused membership of the Network to become more unstable. Despite this, representatives from 20 organisations from diverse industries continue to engage with the Network.

Communications

Workplaces were also supported through a range of communications, including:

- Four Workplace Health eNewsletters developed and distributed to 295 recipients



Workplace Health eNewsletter

Partnerships

- We have continued to strengthen strategic partnerships with Active Geelong, Cancer Council Victoria, and organisations contributing to the G21 Region HEAL plan to increase reach, access broader expertise and collaborate across the region



Life! Program

Education and Training

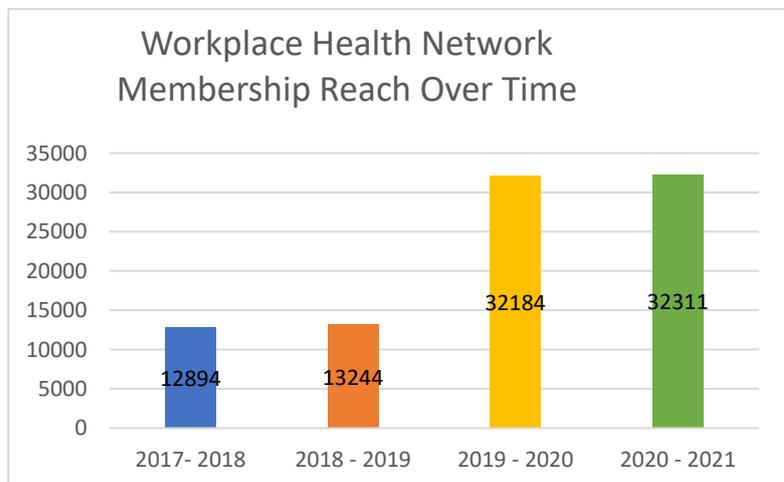
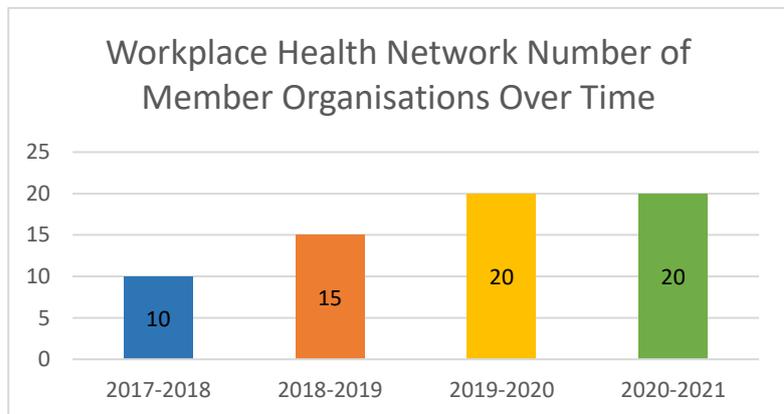
- Workplace consultations partnering with Active Geelong and Deakin University to continue to build understanding of factors influencing physical activity in workplaces were unable to proceed as planned due COVID-19 impacts on workplaces and public health restrictions
- Delivered a virtual information session on the Life! Program June 2021. Representatives from 15 organisations attended. From evaluation responses (n=6): 100% indicated it was a useful session and 50% intend to further explore the Life! Program for implementation within their workplace.

2017-2021

KEY IMPACTS OVER 2017 -2021

The number of workplaces receiving support and engaging with the Workplace Health initiative increased over the previous years from 136 workplaces in 2018-2019 to 175 in 2020-2021. The number of workplaces registered with the AP, taking into consideration attrition and organisations that have ceased operating, remained within a range of 90 -110 over a four year period. The current number of WAP registered organisations in the G21 region is 108.

A key strategy of the workplace health initiative is the local network facilitated by Barwon Health. The number of workplaces actively involved with the network has increased from 10 (12,894 employees) in 2017-2018 to 20 (32,311 employees) in 2020-2021.

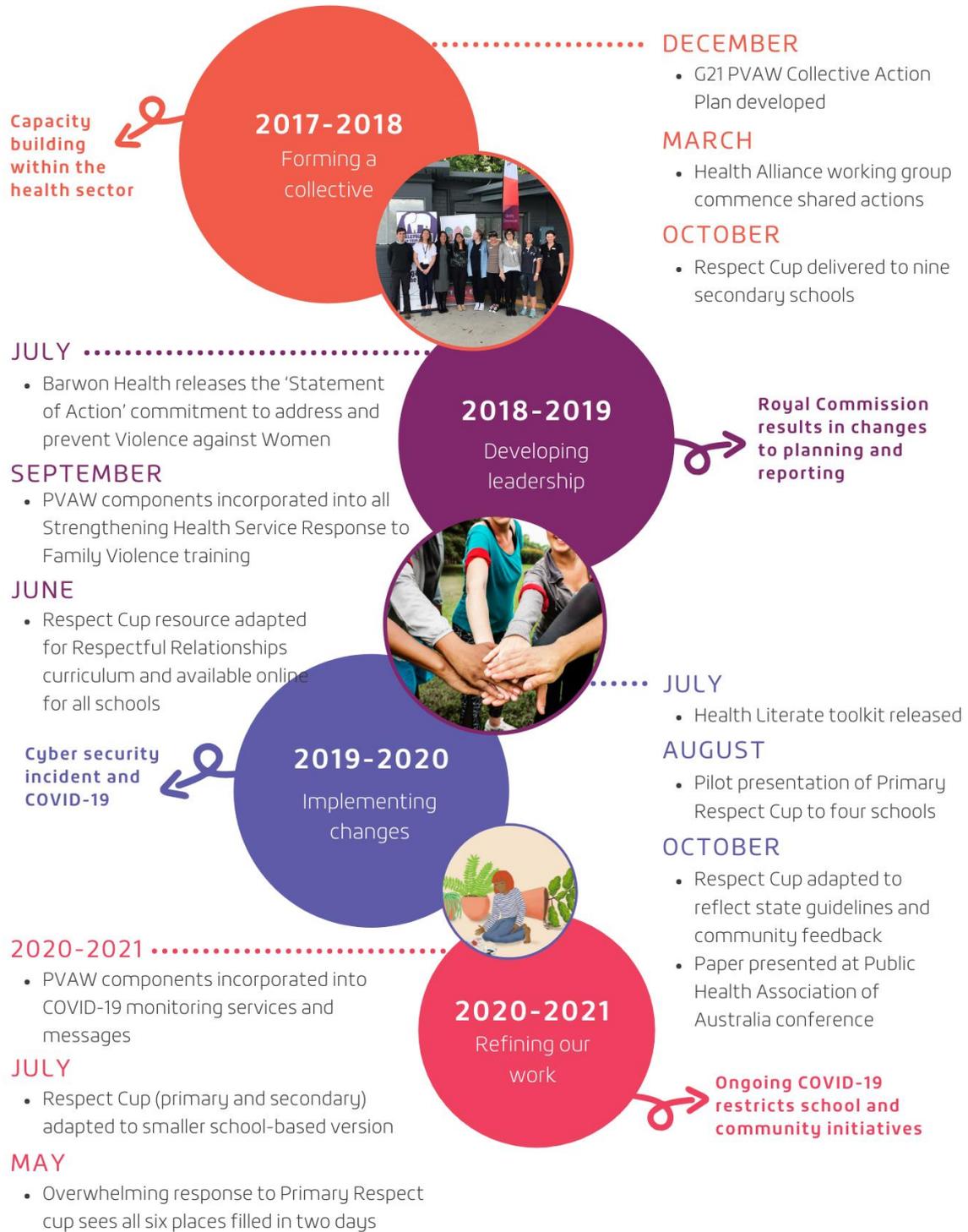


OVERVIEW 2017 -2021

KEY ACHIEVEMENTS	<ul style="list-style-type: none">• Engaged with an increasing number of local workplaces through our network, individual support, broader communications and capacity building events• The workplace health initiative was a key setting for the local implementation of state-wide services and programs: Diabetes Australia Life! Program, Healthy Workplaces Achievement Program, Healthy Choices and Quit• The workplace health initiative was a key setting to deliver several of our HEAL, PVAW and mental health initiatives• Developed ongoing strategic partnerships and collaborated with key workplace health industry experts
CHALLENGES	<ul style="list-style-type: none">• COVID-19 had significant impacts on the way we could engage with workplaces• Staffing turnover and businesses that ceased operating impacted on continuity of engagement with some workplaces• Workplaces often engaged with our broader initiatives but not the Achievement Program and health priority area benchmarks
LEARNINGS	<ul style="list-style-type: none">• Workplaces value connecting with other local workplaces and learning from each other about their employee health and wellbeing programs• There is opportunity in the next planning cycle to do some focussed work on climate and health through our regional partnerships and offer more intensive support for workplaces to meet health priority measures and benchmarks

Timeline of key activities 2017-2021

PREVENTION OF VIOLENCE AGAINST WOMEN





PREVENTION OF VIOLENCE AGAINST WOMEN

Barwon Health efforts aligned with the Victorian Government's *Free From Violence* strategy and were underpinned by principles and approaches in the Our Watch, VicHealth and ANROWS *Change the Story* primary prevention frameworks. Our work focussed on young people across all regional schools, newly arrived refugees, and settings that enable active bystander roles to be enhanced e.g. workplaces and health settings.

PROGRESS FOR 2020-2021

Deliver social marketing strategies and provide health information

Barwon Health continued development of the *Health Literate Messages Toolkit for the Prevention of Violence Against Women*. In response to survey feedback received in 2019-20, that the messages were valuable but that a social media component was required to facilitate implementation, BH produced 15 Facebook messages and over 20 twitter posts.



Image produced by artist Jo Mason depicting technology abuse for the Health Literate Message toolkit

COVID-19 impacted on public events such as 'Reclaim the Night' and 'International Women's Day' which then impacted on our social marketing strategies. However, during COVID-19 outbreaks, we were able to influence messages that were provided to families placed in isolation and quarantine by building the capacity of the COVID-19 Monitoring team to incorporate family violence screening questions and referral pathways during their contacts with those placed into quarantine.

Build community capability to take local action

Using our reach into workplaces we have provided three articles in the quarterly WPH newsletter. These articles aimed to enhance awareness and knowledge of workplace gender inequities, suggest actions, and provide links to services and training opportunities. Additionally, the 'Safer and Stronger Communities' Project (in partnership with Diversitat), which was a 2019 Victorian State Government family violence pilot project working with CALD communities in the Geelong region to co design community specific family violence prevention strategies and programs released their information and a 'happy family' video to their communities in 2020.

Develop skills and provide health education

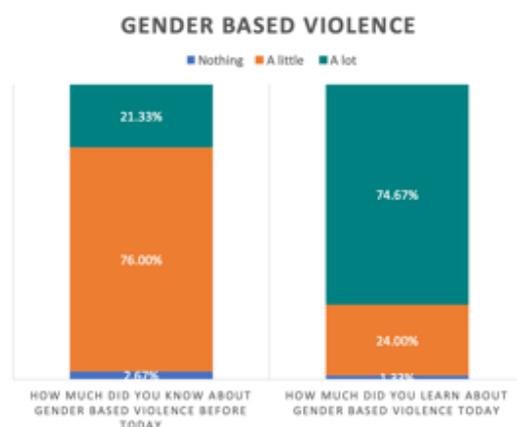
As the Respect Cup could not be implemented in 2020-21, the working group developed two Respect 'Mini-Cup' resources for schools to implement a reduced version of the event in their schools. Although the COVID-19 restrictions (remote learning) of schools prevented even this from occurring, they have become a resource that can be offered to all schools regardless of their ability to attend the event on the day.

Key impacts over 2017-2021

2021 will be the tenth year of the Respect Netball Cup after a hiatus in 2020 due to the COVID-19 pandemic. Over the past four years the event has continued to evolve in co-design with school students and staff, with new content annually, and an introduction of an ongoing evaluation process.

Secondary schools

- Each year, 9 secondary schools are accepted to attend. This translates to around 125 year nine students per year. Students consistently report increased knowledge of the effects of stereotyping, gender inequity, and gender-based violence and report increased confidence and skills to intervene as bystanders.



Changes in knowledge and extent of learning at the Respect Cup.

Primary schools

- It became apparent that students at year nine level were not recognising simpler concepts such as stereotyping. The working group utilised Respectful Relationships curriculum to identify an opportunity to provide this at the primary (Grade 5) level. 2019 was the first year for the implementation of the Primary School Respect Cup (43 students from 4 schools). 2021 has seen this expand to six schools.
- Primary school evaluation showed that following the event 64% of students were able to identify gender-based stereotypes, 72% of students were able to display appropriate bystander actions, and 50% of attending schools implemented actions within their schools to address gender-based concerns.

OVERVIEW 2017 -2021

KEY ACHIEVEMENTS

- The Health Literate PVAW key messaging Toolkit achieved a significant reach after its release in 2019 with 197 downloads by various sectors from across the state. In 2020 the toolkit was further developed to include social media message examples to increase usage based on survey feedback.
- The Respect cup continues to build its positive reputation amongst local secondary and primary schools
- Partnership work in this area is strong and supportive, enabling shared knowledge and mentorship as well as collaborative effort.
- Expanded reach of gender equity messages to workplace settings through the Barwon Health Workplace Health initiative

CHALLENGES

- Changing priorities within health agencies, and the loss of partner agencies meant that the Health Alliance dissolved midway through the four year cycle. This loss left Barwon Health to complete agreed tasks
- COVID-19 had significant impacts on the delivery of the work. Students moved to remote learning and we were unable to access schools or engage them in new initiatives (e.g. in-house, self-run Respect Cup). Workplaces became difficult to reach with their priorities shifting to the ongoing health and mental wellbeing of their staff

LEARNINGS

- The impact of the Royal commission provided a strong regional impetus for action
- Significant capacity building was required within the health sector to enable participation in and leadership of regional initiatives. Allowing time for this early in the work resulted in innovative and successful outcomes
- Engaging the community (students, teachers, refugee and diverse communities) in planning and co-design of actions provided innovative ideas and a perspective that had not been seen in earlier work
- Strong collaborative partnerships broadened reach, refined projects and enabled shared actions



MENTAL HEALTH

“Mental Health gets a mention by everyone at the moment, including primary prevention, but when it comes to actions, it is often missing. How do we better advocate for this?”

Mental Health Promotion Forum participant

We have included Mental Health Promotion (MHP) in this report because an increased focus on mental health promotion is a cross-cutting issue in primary prevention. Barwon Health’s Mental Health Promotion Officer sits in the Healthy Communities Unit, but is funded separately via the Mental Health, Drugs and Alcohol Services directorate. We continue to look for opportunities to integrate mental health promotion in our activities.

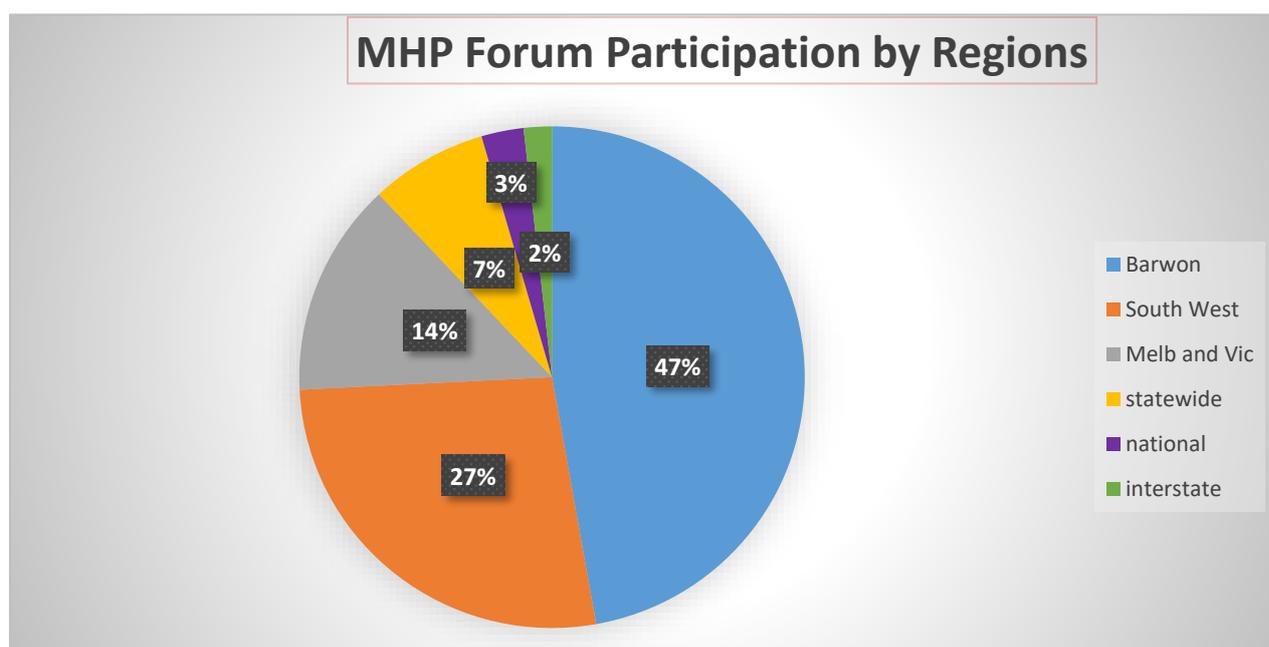
PROGRESS FOR 2020-2021

Increase community participation in mental health and wellbeing initiatives

We continued our small grant program providing \$3000 to three community organisations in 2021. The three grants included:

- Colac Area Health Sexuality and Gender Alliance (SAGA) – reducing social isolation and stigma for gender diverse young people in Colac Otway
- Diversitat – Build leadership in culturally diverse young people to reach into their communities to reduce stigma about help seeking for mental health in families
- Communities that Care – reduce parental supply to alcohol to children in Geelong north area

We delivered a MHP Forum in partnership with South West Healthcare and Prevention United which included a wide range of participants and broad sector representation across Victoria.



Build partnerships to promote young people's mental health and wellbeing in the region

We further strengthened mental health promotion partnerships over this reporting period. Activities included:

- Continued to foster the regional MHP network, with 120 members with plans to align messaging with the Geelong City Youth Council and the Youth Regional Voice
- Focus on youth in the three grants provided, including leadership skill development for young people from diverse communities

Increase community awareness of factors that enhance social and emotional wellbeing

- Provided a two minute segment on Find your Light campaign sponsored by Let's Talk Colac. Find Your Light was a star-studded video for the Colac Otway Shire region available on YouTube and Facebook with a reach of 21,000 views to date
- Mental Health Month calendar of events on Barwon Health's website
- Trainer updated to deliver online Mental Health First Aid training and provided pilot program to eight participants
- Delivered Applied Suicide Intervention Skills Training to 30 participants

2017-2021

KEY IMPACTS OVER 2017-2021

Over the four-year period the MHP focus has assimilated into the Healthy Communities Unit and health promotion community as evidenced by broad participation, both by the health promotion community in the MHP Forum in 2020 and by the Healthy Communities Team appetite for inclusion of the mental health lens in the HEAL work.

The Royal Commission into Victoria's Mental Health System made recommendations which include governance of MHP and a state-wide approach to the promotion of good mental health and wellbeing, informed by public health principles. These recommendations will inform our planning for 2021-2025.

2017-2021 OVERVIEW

KEY ACHIEVEMENTS	<ul style="list-style-type: none">• Youth engagement partnership with Colac Area Health over the four years which continues to build Mental Health literacy training to youth leaders in sporting clubs and schools with collaboration in Colac and now Greater Geelong• Partnership with South West Healthcare which resulted in delivery of MHP Forum to 160 participants• Integration of MHP into the Healthy Communities Team• Contribution to state-wide MHP Leadership group including consultations with the Mental Health Branch, Department of Health
CHALLENGES	<ul style="list-style-type: none">• COVID-19 reduced capacity for training delivery, and Mental Health Month planning encountered reduced capacity for face-to-face events
LEARNINGS	<ul style="list-style-type: none">• Adaptability is vital given external factors (out of Barwon Health control) will change and influence capacity and focus• Leadership in mental health promotion is required to provide and maintain a coordinated effort in the health promotion sector

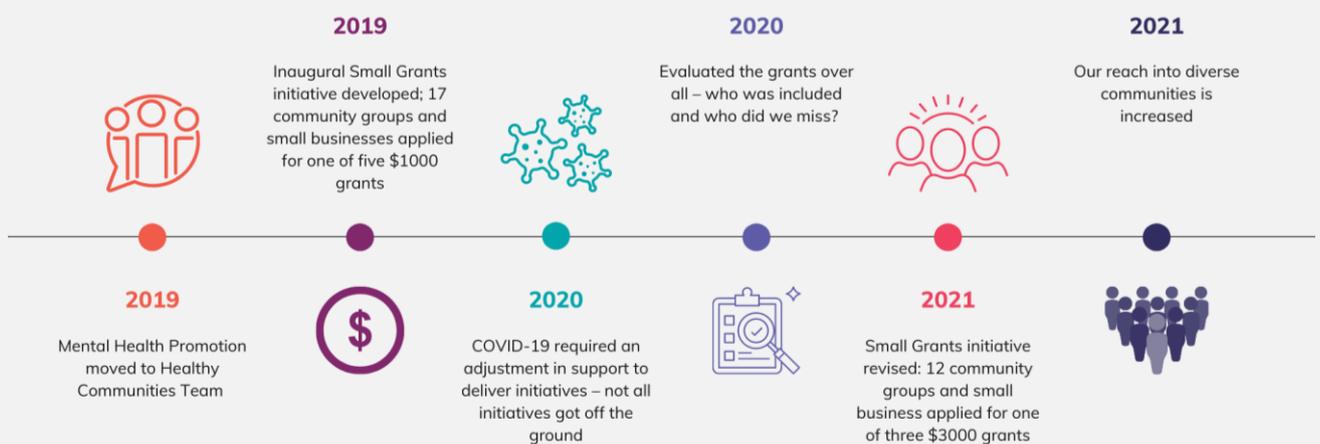
CASE STUDY:

EXTENDING OUR REACH INTO AT RISK COMMUNITIES

Mental illness often emerges during childhood and youth when prevention and early intervention is particularly important. To promote mental wellbeing in children and young people, positions were created across the regions to work with local communities. The regional Mental Health Promotion Officers have formed a state-wide leadership Network and aim to respond to local needs.

At Barwon Health, the Mental Health Promotion Officer became a member of the Healthy Communities Team in 2019, where the position had been co-located previously. In order to design and deliver the mental health promotion work, we invited communities to develop an initiative and apply for financial support by way of a small grant. This enabled our work to be led by local communities and to build on their strengths and success and influence their own future social and emotional wellbeing.

SNAPSHOT OF PAST FOUR YEARS



In our 2019 inaugural grant round, we received applications on behalf of children and youth, culturally diverse communities and communities working with people with a disability. We know that there are a number of factors that protect us from mental illness such as freedom from discrimination and being connected to other people. In 2020, when we reviewed our first-round applicants, we realised there were no applications from the GLBTIQA+ community. Research has shown that too many GLBTIQA+ Australians experience poorer mental health than their peers and they have a higher rate of suicide and suicidal behaviours. This can be attributed to the stigma, discrimination and abuse that this community of young people experience and we wanted to support initiatives that help reduce stigma and connect young people to the community and each other.

“In our rural area the GLBTIQA+ young people seem quite sparse and disjointed and we wanted to support young people and their allies to connect with each other”

Sexuality and Gender Alliance Grant applicant



Co-location and the Youth Health Hub in Colac

Through co-location and engagement with youth focussed staff at the Colac Youth Health Hub, we raised awareness of the needs of the GLBTIQ+ community in promoting mental wellbeing. When we offered our grants in 2021 we were keen to see applicants from at risk groups; groups we did not see in our inaugural round. We increased the financial support and we reduced the number of grants offered so we could work more closely with the Small Grant recipients.

“Our co-location with the Health Promotion Officer from Barwon Health, enabled us to understand the longer term vision of health promotion”

Sexuality and Gender Alliance Grant applicant

We received an application from the Sexuality and Gender Alliance (SAGA) in Colac Otway Shire and our grant review panel selected this initiative to fund. The aims are to reduce stigma towards the GLBTIQ+ community in the Colac Otway region and increase social connectedness (reduce isolation and loneliness) for this group of young people. The SAGA group are developing a media campaign for cinema and radio, with a possible reach of 21,700 people per week. Resources will also be developed to raise awareness of the GLBTIQ+ community which can be used beyond 2021. Leadership, resilience and capacity building are additional goals and we look forward to evaluating the success of this work.

“We want to ensure sustainable benefit for the Sexuality And Gender Alliance (SAGA) and the broader LGBTIQ+ community in the Colac Otway region”

Sexuality and Gender Alliance Grant applicant

Our key learning was that co-location strengthens engagement and enhances the opportunity to build capacity and meet our mental health promotion priorities, such as reaching into at-risk community groups.



MULTI PRIORITY INITIATIVES

The Healthy Communities Unit (HCU) was involved in two initiatives with community partners that addressed multiple priority areas.

BUILDING HEALTH PROMOTION CAPACITY 2020- 2021

The HCU receives frequent requests to assist services provide health promotion interventions that fall outside the scope of our plan. Therefore, a need was identified to build the capacity of services to implement their own health behaviour change initiatives. To address the need, the team undertook a capacity building project during January - June 2021 using an action research approach to develop and pilot a resource that could be used by both internal Barwon Health (BH) services and external organisations.

Key project outcomes

- Supported the BH Hydrotherapy service to pilot a behaviour change initiative that focuses on increasing healthy eating, active living and social connection to improve health outcomes for clients
- Developed a greater understanding of what helps services implement their own health behaviour change strategies
- Developed and piloted a resource that enables BH services and external organisations to work with their target populations to encourage health behaviour change

Outcomes for Hydrotherapy clients

24 clients participated in the Healthy Habits pilot program. The clients who provided feedback (n=4) about the program self-reported that their health had improved by taking part in the program. Clients were able to identify key things that they had learnt from participating in the program. Most common responses were around eating less discretionary food, drinking more water and moving more.

Outcomes for Hydrotherapy staff

Hydrotherapy staff were interviewed to get feedback about what help provided was useful. They identified two main areas: support and advice with planning of the program; and where to find evidence based resources and information. At the completion of the pilot Hydrotherapy staff had built the knowledge and skills to work in health promoting ways. Capacity building of staff has enabled them to independently make sustainable improvements to their behaviour change program.

Promoting healthy behaviours
Healthy Communities Unit
Barwon Health

The purpose of this guide is to assist you to promote healthy behaviours with people who access your services or with the broader community.

Communicating with people about how to look after their health is just one part of health promotion. Health promotion:

- Enables people to increase control over and improve their health.
- Involves actions that promote health and prevent ill-health either by working directly with individuals or by changing the environments where people live, learn, work and play.

The focus of this guide is to provide information about how you can work in health promoting ways to communicate with people about what they can do to stay healthy.

CHECKLIST FOR PROMOTING HEALTHY BEHAVIOURS

THE AIM/GOAL

- What health related issue have you identified?
- What health behaviour do you want to change in your target group?

NEEDS IDENTIFICATION

- Is there a need for you to address this issue?
- How do you know there is a need?
- Do you know what is causing the issue?

EXISTING HEALTH PROMOTION RESOURCES

- There are many trusted resources and organisations where you can find health promotion information. Who are the experts in your topic of interest or issue? E.g. Heart Foundation, Diabetes Australia, Nutrition Australia, VicHealth.
- Have you researched where to access evidence informed resources about your topic of interest or issue?

KNOW YOUR COMMUNITY

- Who are you trying to reach?
- If there is more than one group of people who are affected by the issue, will you aim to reach everyone or will you start with a specific sub group?
- Are you able to reach your community through the communication channels available to you?
- How does your community like to receive information?

Promoting healthy behaviours resource

EVERYONE IS WELCOME 2020- 2021

Diversitat and Barwon Health collaborated with community representatives throughout 2020-21 to produce a series of videos in language designed to empower people from refugee, asylum seeker and CALD backgrounds with a greater knowledge of:

- Local health services and how to access these, and
- Healthy eating, including preparation and access of healthy food

The resources now complement the initial orientation program for refugees and asylum seekers by providing localised information about services and supports in Geelong, and information on sourcing, preparing and eating nutritious food.

Priorities, target groups and settings

To support increased knowledge and capacity for self-management of health care needs and healthy eating. The target audience is newly-arrived non-English-speaking communities within 0-12 months of arrival in Geelong.

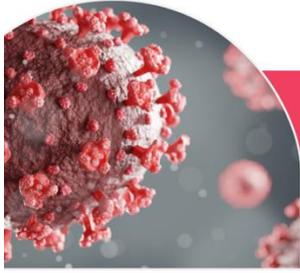
Partnerships

This project, a partnership between Barwon Health and Diversitat, was co-designed with five community representatives each of whom spoke a different (first) language and had different knowledge and experiences before arriving in Geelong. Representatives came from Karen, Karenni, Afghan, Congolese and Iraqi communities.

Community representatives are evaluating behavioural outcomes within their communities. A report will be available through the Diversitat later in 2021.



Videos in language PowerPoint developed as part of this initiative



COVID-19 RESPONSE

Significant staff redeployment since July 2020, restrictions on face-to-face engagement and a changing operating environment have led to work being deferred, modified or put on hold. This has had significant impacts on our ability to implement our Annual Plan as intended for a second year. During the COVID-19 pandemic the HCU has demonstrated skill and adaptability to assist with pandemic response while maintaining a focus on prevention. Impacts on our Annual Plan are outlined in Table 1 and COVID-19 response activities are outlined below.

Barwon Health COVID-19 Monitoring

HCU staff were instrumental in establishing BH COVID-19 Monitoring service. The Monitoring service was designed to support compliance with DHHS isolation requirements, screen for medical deterioration and ensure clients have everything they need to stay safely at home. Initial redeployment of HCU staff occurred in March 2020. HCU staff remained redeployed in monitoring until local case numbers reduced at the end of September 2020. Staff remained on a stand-by roster until March 2021.

Support organisational COVID-19 communications for CALD communities

The HCU's Communications Officer was redeployed to support organisational capacity in community messaging. From July 2020 the focus shifted from general community messaging to focus on our CALD communities.

- In July-August 2020 two sets of test cards were developed in response to outbreaks affecting high numbers of people from CALD backgrounds. These cards were given to community members from CALD communities at BH COVID-19 testing sites.
- Four simple English fact sheets developed and published on the BH COVID-19 webpage receiving 280 page visits and 28 downloads
- BH COVID translated resources webpage for CALD community members

High Risk Accommodation Response

The High Risk Accommodation Response (HRAR) is a Department of Families, Fairness and Housing program established to prevent, prepare for and respond early to COVID-19 within public housing and other high-risk accommodation settings with shared facilities. This initiative provides a range of assistance including COVID-19 prevention and preparation support, community engagement and outbreak support. The HRAR encompasses high, medium and low-rise public housing, rooming houses, supported residential facilities, community housing and caravan parks.

A portion of HCU staff supported HRAR from November 2020. HCU staff supported other BH teams by providing health and wellbeing information, delivering COVID-19 care packs and preparedness checklist to residents. From February 2021 HRAR also included vaccination promotion and support and linking residents to health and social support services. The HCU took over management of HRAR and provided additional staffing through the HRAR funding stream from February to June 2021.

SUMMARY

The 2017-2021 has been a planning cycle characterised by major incidents and challenges. However in spite of these challenges we have maintained our commitment to a collective impact approach and delivered actions which align with the region HEAL and PVAW priorities over the four years. We have achieved significant outcomes in the HEAL and PVAW priority areas which we will continue to build on in the next 2021 -2025 planning cycle.

Table 1

Healthier Eating and Active Living



Our objectives	Target group(s)/ Settings Reach	Our strategies	Our measures of progress for 2020-2021	Our progress for 2020-2021
<p>Target workplaces as a setting for action to support identified opportunities that align with regional healthier eating and active living objectives (using the Achievement Program)</p>	<p>Workplaces in the G21 Region</p> <p>All staff attending five targeted workplaces G21 region using Barwon Health social media and communications platforms</p>	<p>Create healthy settings and environments</p> <p>Use the Achievement Program to support organisations to create healthier workplace settings</p>	<p>Number of workplaces supported to create healthier environments by implementation of healthier eating or active living policies or other activity</p>	<p>5 workplaces received intensive support (>1500 employees) Of these 5 workplaces 2 achieved the Healthy Eating benchmark, 2 achieved the Physical Activity benchmark and 5 achieved the Foundations benchmark</p> <p>175 workplaces supported across the region at scale (AP registered workplaces 108)</p> <p>Capacity Building - 1 network meeting 2021 (20 orgs), 1 capacity building event Life! Program (n=15)</p> <p>4 eNewsletters distributed – 295 recipients</p> <p>COVID - 19 Impacts: Capacity building event and Network meetings were postponed and then transitioned to an online format</p> 

Our objectives	Target group(s)/ Settings Reach	Our strategies	Our measures of progress for 2020-2021	Our progress for 2020-2021
Increase access to healthy food and drinks	Regional HEAL Water/SSB working group	<p>Create healthy settings and environments</p> <p>Work with health care and other settings to create environments that support healthy eating by implementing the Healthy Choice guidelines</p>	<p>Number of workplaces developing and implementing Healthy eating policies</p> 	<p>Continued to monitor implementation of Healthy Choices guidelines at BH</p> <p>Workplaces receiving support from HCU: 2 workplaces achieved healthy eating benchmark (>350 employees). 2 workplaces completed healthy eating and healthy catering policies (>650 employees). 12 workplaces are intending to work on healthy eating</p> <p>COVID-19 Impacts: BH Healthy Choices audit did not occur due to COVID-19 restrictions on retail</p>
Promote the consumption of water across the G21 region	Workplaces in the G21 region	<p>Deliver social marketing strategies and provide health information</p> <p>Work in partnership with local organisations to increase community awareness of water as the healthiest and drink of choice across the G21 region</p>	<p>Messages and communication plan developed and implemented</p> <p>Implement the BH water fountain promotion initiative</p> 	<p>Built capacity of BH community health departments to promote CWED messages with their clients >100 community members</p> <p>2x World Water Day Facebook posts Reach of >20,000 people</p> <p>Workplace CWED challenge directly promoted with 5 workplaces (> 1500 employees) and promoted across the G21 region via the Workplace Health eNewsletter to 295 recipients</p> <p>COVID-19 Impacts: Refill Geelong and community engagement initiatives put on hold due to COVID-19</p>

Our objectives	Target group(s)/ Settings Reach	Our strategies	Our measures of progress for 2020-2021	Our progress for 2020-2021
Support settings and environments to increase vegetable consumption	<p>Vulnerable families with children in the G21 region</p> <p>Community organisations in the 3214 postcode area</p> <p>Community members who participate and connect with 4 community organisations</p>	<p>Build community capability to take local action</p> <p>Connect with identified community organisations</p> <p>Build capacity of the community to support vegetable consumption</p>	<p>Number of community organisations who are engaged in initiatives</p> 	<p>Engaged with early learning centres and Community hubs. 90 Taste the Rainbow placemats distributed to families with pre-school children who attend English classes and multicultural playgroups. Also distributed during Families week</p> <p>COVID-19 Impacts: Interrupted further engagement and distribution</p>
Promote the consumption of vegetables across the G21 region	<p>Vulnerable families with children in the G21 Region</p> <p>General community</p> <p>(G21 region using Barwon Health social media and communications platforms)</p>	<p>Deliver social marketing strategies and provide health information</p> <p>Implement region wide social marketing campaigns to increase vegetable consumption</p> <p>Build capacity of community organisations to implement local vegetable consumption campaigns</p>	<p>Barwon Health contributes to the development of shared messaging and a regional communication strategy</p> <p>Local (place-based) communication strategies have been implemented</p> 	<p>Developed a regional Vegetable Messaging Guide with our HEAL partners to build capacity of the community to promote vegetable consumption in their local communities</p> <p>Regional vegetable messages shared via Facebook posts with a reach of >20,000 people</p> <p>COVID-19 Impacts: Plans to engage with the community and deliver interventions were put on hold due to COVID-19</p>

Our objectives	Target group(s)/ Settings Reach	Our strategies	Our measures of progress for 2020-2021	Our progress for 2020-2021
Support settings and organisations involvement in the Community Kitchens initiative	Organisations that engage with individuals and groups that are identified as experiencing food insecurity and social isolation	<p>Build community capability to take local action</p> <p>Build the capacity of organisations and facilitators to host and support community kitchens</p>	<p>Rebuild to a similar reach to pre-COVID</p> <p>Expand range of resources to support organisations and facilitators</p> <p>Organisations and facilitators involved in and committed to Community Kitchens</p>	<p>Supported resumption of 14 Community Kitchens across the region in 2021 in Corio (n=3), Norlane (n=3), Grovedale, Hamlyn Heights, East Geelong and Drysdale</p> <p>Ran five Facilitator Network Events (average 8 attendees)</p> <p>Distributed four newsletters to 178 recipients</p> <p>Developed information factsheet for COVID-19 safe Community Kitchen delivery</p> <div data-bbox="1666 794 1792 916" style="display: inline-block; vertical-align: middle;"> </div> <p>COVID-19 Impacts: Community Kitchens not able to operate during 2020 and 2021 COVID lockdowns. Facilitator network meetings and facilitator training moved online</p>
Increase Incidental Activity in people aged over 55 years	<p>People over 55 years attending community groups</p> <p>Community groups across the G21 region</p>	<p>Create healthy settings and environments</p> <p>Develop a 'Make your meetings Move' resource to promote Incidental Activity in community meetings</p>	A number of community groups report using of all or components of the 'Make your Meetings Move' resource	The 'Make Your Meetings Move' resource was developed and circulated to 104 community groups

Our objectives	Target group(s)/ Settings Reach	Our strategies	Our measures of progress for 2020-2021	Our progress for 2020-2021
<p>Increase Incidental Activity in people aged over 55 years</p>	<p>People over 55 years</p> <p>Community groups across the G21 region & the social media “community”</p>	<p>Deliver social marketing strategies and provide health information</p> <p>Work in partnership with local organisations to increase community awareness of opportunities to increase physical activity during times of life transitions via public displays and social media</p> <p>To develop a small package of posts and additions that can be added to online forums that encourage participants online to move as they participate – and for the services to consider this when designing online ‘events’ for people over 55</p>	<p>A series of public and social media photo-stories are developed that:</p> <p>Prompt passers and browsers to stop and read</p> <p>Prompt a proportion of these people to click on a link or pursue further information</p> <p>Prompt a proportion of these people to connect with a service that encourages them to increase their incidental activity</p> <p>Campaign package developed and circulated to community groups across the G21 region</p>	<p>Together with HEAL partners and Humans in Geelong, Barwon Health interviewed 9 older adults who had encountered significant life events and continued to be physically active. These stories were shared across all partner social media sites and were displayed throughout the region on large STREETFACE posters</p> <p>Each story reached an average of 171 people (maximum 455) with 16 comments and 11 shares</p> <p>Key messages developed in 2018-19 were adapted and utilised throughout the COVID-19 pandemic (2020-21) to promote ongoing physical activity through incidental activity, within lockdown situations by HEAL partner agencies. These messages have also been utilised within other services within the Barwon Health such as hydrotherapy and social support groups</p>

Our objectives	Target group(s)/ Settings Reach	Our strategies	Our measures of progress for 2020-2021	Our progress for 2020-2021
Increase Incidental Activity in people aged over 55 years	<p>Organisations and services providing online information to people over 55 years</p> <p>Community groups across the G21 region and the social media “community”</p>	<p>Build community capability to take local action</p> <p>Engage a range of community groups and services in discussions to support increased IA within community meetings and through public information displays</p>	<p>A range of Community representatives engage with Barwon Health’s incidental activity initiatives through:</p> <ol style="list-style-type: none"> 1. Participating in the development of Barwon Health’s incidental activity social marketing campaign 2. Champion the Make your Meetings Move resource 	<p>The GMB initiative that occurred in March 2020 could not be followed up due to COVID-19. To overcome this 9 older volunteers within Barwon Health were used, as the majority of these are also members of external groups. This group co-designed the ‘Make your Meetings MOVE resource.</p>
	<p>Organisations providing home-based and social support services to people over 55 years</p> <p>LGAs and home care package service providers across the G21 region</p>	<p>Develop skills and provide health education</p> <p>Extend incidental activity training to social support services within BH and one further Local Government Area</p>	<p>Training opportunities are offered and taken up by one further LGA and one further service sector</p>	<p>To extend our ability to reach home and community care providers an online training module was produced that incorporated evaluation. This was implemented with the BH Social Support team (n=14) with the following outcomes: 100% stated the content was relevant to their work; 100% stated the content increased their knowledge; 83% stated the content refreshed current skills, one had learnt new skills; 83% stated they will definitely apply the content. This module currently awaits the availability of a learning platform that will allow external agencies access and the ability to monitor successful completion and skill development.</p>

Prevention of Violence Against Women



Our objectives	Target group(s)/ Settings Reach	Our strategies	Our measures of progress for 2020-2021	Our progress for 2020-2021
<p>To progressively build the attitudinal and behavioural change required to reduce violence against women</p>	<p>Agencies with the capacity to deliver online messages that aim to prevent violence against women</p> <p>Social media audiences of a proportion of these agencies</p>	<p>Deliver social marketing strategies and provide health information</p> <p>Augment the health literate messaging toolkit with a social media component</p>	<p>Number of individuals who downloaded the Toolkit engage with promotion of the Social Media component of the Toolkit (e.g. open promotional email) and proportion of those are found to have downloaded the Toolkit</p>	<p>The toolkit was completed and at time of reporting is pending approval from our Communications team. The toolkit will be released in the next planning cycle and metrics reported in future reports</p>
	<p>Followers of Barwon Health’s social media opportunities</p> <p>Barwon Health’s 20,000+ social media followers</p>	<p>Deliver social marketing strategies and provide health information</p> <p>To include information and support local events that challenge the drivers of violence against women during local, regional, national and international events and opportunities such as International Women’s Day and 16 days of Activism</p>	<p>Majority of our social media posts have some level of engagement (through likes, comments, shares)</p>	<p>Utilised the toolkit messages within 4 social media posts Informed PVAW / safety messages provided to families in COVID-19 isolation and quarantine by building the capacity of the Covid Monitoring team to incorporate questions, and provide support in their contacts with those placed into quarantine</p>

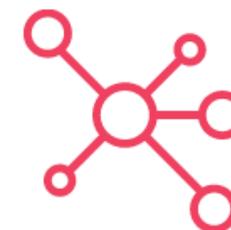
Our objectives	Target group(s)/ Settings Reach	Our strategies	Our measures of progress for 2020-2021	Our progress for 2020-2021
<p>To progressively build the attitudinal and behavioural change required to reduce violence against women</p>	<p>Staff and management of workplaces affiliated with the Workplace Health network</p> <p>Number of workplaces engaged with WHN</p>	<p>Build community capability to take local action</p> <p>To provide workplaces with opportunities to participate in and lead actions that model and promote inclusive and respectful behaviours via the Workplace Health Network</p>	<p>Information reaches most workplaces, and a proportion the Network engaging with the material (e.g. via click throughs to further information)</p>	<p>Provided three articles for the quarterly WPH newsletter designed to enhance awareness and knowledge of workplace gender inequities, suggest actions to remediate these, and provide links to services and training opportunities.</p> <p>The 'Safer and Stronger Communities' Project released (PVAW) information and a 'happy family' video to their communities in 2020</p>
	<p>Primary and secondary schools in G21 region</p> <p>12 secondary and 44 primary schools</p>	<p>Develop skills and provide health education</p> <p>Promote the transition of the Respect Cup to an in-school format to continue to encourage increased capacity of the community to recognise and act to prevent violence against women</p>	<p>Numbers of secondary schools and primary schools that commit to implement a school-based respect cup in 2021</p>	<p>Developed two Respect 'Mini-Cup' resources for schools to implement a reduced version of the Respect Cup in their schools</p> <p>COVID-19 Impacts: </p> <p>Although the pandemic restrictions (remote learning) of schools prevented even this from occurring, they have become a resource that can be offered to all schools regardless of their ability to attend the event on the day</p>

Mental Health Promotion



Our objectives	Target group(s)/ Settings Reach	Our strategies	Our measures of progress for 2020-2021	Our progress for 2020-2021
Increase community participation in mental health and wellbeing initiatives	General community Five community groups and their members	Build community capability to take local action Support community organisations to deliver MHP initiatives through a small grants program	Five grant recipients deliver MHP initiatives, one of which supports HEAL objectives Community organisations promote mental health and wellbeing in their settings	Grants allocated. The grants program was altered to provide 3 larger grants to 3 community organisations Partnerships established grant recipients
Build partnerships to promote mental health and wellbeing	Organisations promoting mental health in the G21 region MHP network and their organisations	Create healthy settings and Environments Build the profile and understanding of MHP in the region through growing the MHP network.	At least 2 MHP forums ran and well attended MHP Network grows across the operating area	Forum was attended by 160 participants, from six regions representing local government, public health, non-government and education sectors The MHPN includes 120 members with a view to including messaging as defined by young people in the region
Increase community awareness of factors that promote social and emotional wellbeing	General community Target trainee recipients	Develop skills and provide health education Increase MH literacy through Mental Health First Aid (MHFA) and Applied Suicide Intervention Skills Training. Deliver social marketing strategies and provide health information Include information on MHP through BH channels.	Number of MHFA and Applied Suicide Intervention Skills Training courses delivered to community. Messages and communication plan developed and implemented	Trainer accredited as online trainer as part of MHFA response to COVID-19 MHFA trainer on Steering Committee for Healthcare Worker Wellbeing Grants to provide MHFA training and MHFA Officers across the BH community

Multi-priority (Cross Cutting) Initiatives



Our objectives	Target group(s)/ Settings Reach	Our strategies	Our measures of progress for 2020-2021	Our progress for 2020-2021
<p>To promote healthy eating, active living and improved social connections</p>	<p>Barwon Health's Community Health and Rehabilitation directorate</p> <p><i>Resource will be piloted with Community Health and Rehabilitation directorate (but the intention is to develop a transferable resource to workplaces and other health services providers)</i></p>	<p>Build community capability to take local action</p> <p>Pilot a resource that enables health care providers and workplaces to implement primary prevention strategies in their work to encourage health behaviour change</p>	<p>Resource is used by service providers and participants to take steps towards healthy behaviour change (Feedback on participant surveys)</p>	<p>Supported the BH Hydrotherapy service to pilot a behaviour change initiative that focuses on increasing healthy eating, active living and social connection</p> <p>24 clients participated. Clients provided feedback via survey and self-reported that their health improved by taking part in the program. Clients were able to identify key health behaviours they had changed including; eating less discretionary food, drinking water and moving more</p> <p>Developed an understanding of what helps services implement their own health behaviour change strategies</p> <p>Developed and piloted a resource that enables BH services and external organisations to work with their identified target populations to encourage health behaviour change</p>

Our objectives	Target group(s)/ Settings Reach	Our strategies	Our measures of progress for 2020-2021	Our progress for 2020-2021
To promote healthy eating, active living and the prevention of violence against women	Newly arrived people from refugee, asylum seeker and CALD community Newly arrived refugees in the G21 region	Develop skills and provide health education Codesign an orientation process for recently arrived people to the G21 area	Newly arrived people (refugees and asylum seekers) from four language groups increase understanding about prevention of violence against women and accessing the health system	5 community members from a refugee background engaged in the working group from the Karen, Karenni, Afghan, Congolese and Iraqi communities Videos produced in five languages that provide information on Accessing Health services and Healthy Eating. The 10 videos are available on YouTube. Newly arrived refugees are provided with links to this information within their orientation with Diversitat

