

Barwon Health

Integrated Health Promotion Plan 2020-2021

Introduction

Barwon Health works with the whole of the community in the places they live, learn work and play, recognising that health is not just an outcome of individual behavior choices. We develop, implement and evaluate health initiatives using a range of strategies including health policy, advocacy, social marketing and through encouraging structural and environmental changes.

We work collectively with other organisations in the region working in primary prevention to achieve larger scale change, aligning efforts to achieve greater impact in improving the health of our community.

Reach

Our region covers the five local government areas of the G21 region: City of Greater Geelong, Colac Otway Shire, Golden Plains Shire, Borough of Queenscliffe and Surf Coast Shire.



Image sourced from <http://www.g21.com.au/about-g21>

Vision

Underpinning our work

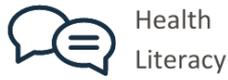
Settings

Multi-level Strategies

Priority Areas

Outcomes

“ Together with our community we build healthier lives



Schools



Workplaces



Health Services



Community Organisations



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



Mental Health Promotion

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

The way we work

Barwon Health recognises that by aligning efforts with partners we can deliver a collective impact on health and wellbeing and create system level change. Combining collective impact and systems thinking approaches helps us as we work on complex problems that have multiple causes that interact and influence each other with multiple stakeholders. Change is required in numerous places, beyond the capacity of any one organisation or sector to respond effectively.

Our work aligns existing integrated health promotion (IHP) funding and efforts with organisations in the G21 region to deliver a collective impact on health and wellbeing. Since late 2016 we have come together with partner agencies to work in a collective impact approach on the agreed shared regional priority of healthier eating and active living, and to address the priority of preventing violence against women (PVAW). We have collaborated on these priority areas being on the backbone support group, governance and relevant working groups.

How we work to strengthen health promotion action



Community Engagement

Consult and engage with our community so we can understand their health needs and so they can help us decide what health promotion actions will work best for them.



Collective Impact

Continue to work collaboratively with our partners to deliver health promotion initiatives which aim to achieve common goals.



Healthy Equity

Adopt a health equity tool to ensure our work prioritises populations who face the largest health inequities.



Healthy Literacy

Continue to apply our health literacy guide and embed health literacy principles into our work so that our community can understand the health messages we provide.



Health Promotion Module

Develop and implement a learning tool to increase Barwon Health Community Health staff awareness and understanding of primary prevention and population health to improve health outcomes for our community.

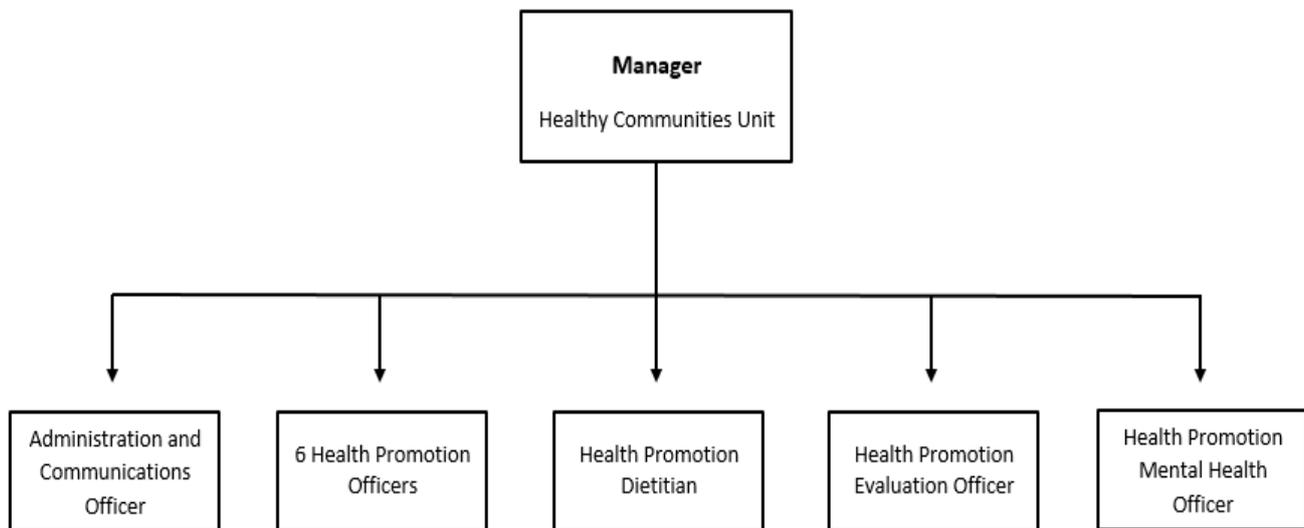


Systems thinking

Continue to build our skills in systems thinking and apply this approach in our everyday work to enable us to address complex health issues.

Healthy Communities Unit chart

- 11 staff
- 8.13 IHP EFT and 1 Mental Health Promotion EFT



Health Promotion during a time of COVID-19

The COVID-19 pandemic has substantially shifted the operating environment for health promotion in our region. The Victorian Government's declaration of a State of Emergency, and the directions issued under the *Public Health and Wellbeing Act (2008)* restricting activities, movement and the ability to work face to face, have changed the way we promote health. We can expect the 2020-21 Annual Plan period to continue to have some level of restrictions in place. Barwon Health continues to maintain an ongoing focus on responding to the COVID-19 pandemic.

We also need to anticipate potential redeployment to support critical health service functions. Over the 2019-20 period, health promotion staff were redeployed to a range of health service functions to support the organisations COVID-19 response. This included redeployment to support timely COVID-19 community testing, temperature screening of hospital visitors and staffing Barwon Health's COVID-19 monitoring call centre. Our team also supported the delivery of clear, health literate COVID-19 communications.

Health promotion over the 2020-21 period will not be business-as-usual delivery of interventions. Our Annual Plan sees a shift in focus to support people to stay healthy and active at home and also sees us shifting our effort towards remote delivery and health promotion via online channels. We do this both an Integrated Health Promotion funded organisation and as part of regional collective action partnerships. Our involvement in collective action has also made a similar shift to in focus and in effort.

As we continue to make this transition in this uncertain operating environment, our work will be guided by a number of principles:

- Maintain an ongoing commitment to supporting Barwon Health’s COVID-19 pandemic response
- Continuing to use our Barwon Health “brand” as a source of trusted information for the community
- Leveraging off our organisation’s social media presence (with more than 20,000 Facebook followers)
- Working with our partners to promote health (expanding reach through our network of partners)
- Adapting to emerging need and supporting business critical functions

Risk’s from COVID-19 to business-as-usual Health Promotion

Our approach to this Annual Plan has also been informed by a risk assessment used to explore risks to business-as-usual-health promotion, identify possible mitigation measures and develop strategies to manage risk throughout this delivery period. Health literacy and health equity principles continue to be critical, and to manage risks to our health promotion activities in a COVID normal environment, we need to:

- Transition to delivery to online channels (with dedicated staff training and development)
- Develop an annual plan with adaptable and scale-able initiatives (to manage risk of a changing operating environment, possible reduction in strength of partnerships, internal staff redeployment and emerging issues)
- Frequently undertake environmental scanning to allow us to understand the changing operating environment
- Monitor and actively manage risks

Developing our plan

The Barwon Health Integrated Health Promotion (IHP) Plan aligns our work directly with the regional *Healthier Eating and Active Living* and the region’s *Prevention of Violence Against Women Plans* (expected to be updated within this Annual Plan period). These in turn align with the *Victorian Public Health and Wellbeing Plan, Municipal Public Health and Wellbeing Plans, the Safe and Strong Victorian Gender Equality Strategy* and the *Victorian Free from Violence Strategy*.

Mental health promotion is also included in this plan. Whilst we receive funding from a different source for the Mental Health priority area and are not obligated to include it in this context, it will provide a more inclusive overall picture of how Barwon Health is working in Integrated Health Promotion across the system.

The development of our priority areas and subsequent plans were shaped via:

- Multiple workshops with organisations working in prevention
- State and local population health data
- Evidence from literature detailing best and emergent practice and contemporary health promotion approaches
- Healthier Eating Community Consultation Group findings
- Environmental scan of impacts of COVID-19 on our priority areas

- Assessment of risk to achieving our objectives due to COVID-19 pandemic and the State Government's response

Priority areas

Healthier Eating and Active Living

Access to nutritious food and leading an active life improves our health and wellbeing. Many people in the G21 region do not meet the healthy eating and physical activity guidelines. This is contributing to high rates of obesity and a range of chronic diseases including heart disease, cancer and diabetes.

50-59% Of the adults in the G21 region are overweightⁱ



Around **1 in 10** adults eat the recommended daily 5 serves of vegetables, and in some areas of the G21 region, it's around **1 in 20** adults¹



Less than **10%** of young people and children in the G21 region eat the recommended minimum serves of daily fruit and vegetablesⁱⁱ



Most adults in our region drink half of the recommended 8 cups of water per dayⁱⁱⁱ



In some areas of the G21 region adults consume **7%** more sugary drinks than the rest of Victoria¹



In some areas of the G21 region, less than half of the people do enough exercise¹

The COVID-19 pandemic has seen some alarming changes in healthy eating and active living behaviour, but also some positive changes. According to the *VicHealth Coronavirus Victorian Wellbeing Impact Study*^{iv} reports:

- A tripling in the number of Victorians drinking sugary drinks every day
- An increase in people relying on a restricted range of low-cost unhealthy food because of financial concerns (with an increased in people experiencing food insecurity)
- More people cooking dinner more frequently (and eating less takeaway foods)
- More people doing less exercise than before lockdowns

Healthier eating and active living are priority health issues for the G21 region. Barwon Health's specific healthier eating and active living priority areas include:

1. Decrease consumption of sugar sweetened beverages (SSBs)
2. Increase water consumption
3. Increase vegetable consumption
4. Increase incidental activity

Prevention of Violence Against Women

Violence against women is a serious and prevalent health issue. In Victoria, it is the leading contributor to death, disability and illness in women aged 15-44 years.^v Violence against women has enormous individual and community impacts and social costs however this problem is ultimately preventable.

3819

Family violence incidents were recorded in the Barwon South West area in 2017-18^{vi}



Rates of family violence in some areas in our region are **16%** higher than the state average⁵



Children were present in approximately **30%** of reported family violence incidents in Victoria in 2017-18⁵



In 2017-18, women made up **75%** of the affected family members in family violence incidents in Victoria⁵

The prevention of violence against women is a priority issue in the G21 region and there continues to be a commitment to strategic and collaborative action (with renewed regional collective action planning expected during this Annual Plan period). Further, we also expect that the COVID-19 pandemic is likely to exacerbate the situation, through increased rates of violence against women in the short term and further entrenching underlying gender inequalities^{vii}.

Barwon Health is working towards preventing violence against women by focusing on a number of initiatives via workplaces, schools and with partner organisations that collectively act to progressively build the attitudinal and behavioural change required to reduce violence against women.

Mental Health

Certain groups are at higher risk of poor mental health and mental illness; they include people who have experienced violence and discrimination, socio economic disadvantage and those with limited social supports.

Mental ill-health is the number one issue facing young people worldwide. At every age and stage of life individuals, families and communities may be vulnerable to challenges to mental wellbeing.

Prevention strategies include building resilience, enhancing community connections and social supports, promoting healthy eating and active living, reducing discrimination and encouraging active participation in the community.



1 in 5 Australians aged 16-85 experience a mental illness in any year^{viii}



1 in 4 young people aged 16- 24 experience a mental illness in any year⁶



About **15%** of adult Victorians have high or very high levels of psychological distress. In some areas of the G21 region it is **5%** higher than the Victorian average¹



Around **1 in 3** adults in the G21 region have been diagnosed with anxiety or depression¹



Less than 50% of young people in the Barwon area can access mental health services when they need to.²

We know that the first lockdown during the COVID-19 pandemic affected mental health of Victorians with increased numbers of people experiencing high psychological distress (borne disproportionately by certain segments of our community, including people with a disability and people on Jobseeker)^{ix}. We also expect this to have been exacerbated in our region as Public Health Order restrictions were reinstated in the lead up to this Annual Plan period.

Barwon Health is working towards improving mental health and wellbeing in our region by:

- Increasing community participation in mental health and wellbeing initiatives.
- Building partnerships to promote mental health and wellbeing.
- Increasing community awareness of factors that promote social and emotional wellbeing.

Cross Cutting Initiatives

While our work focuses on three priority areas (aligned to regional collective action plans), we actively seek opportunities to deliver initiatives that cut across priority areas. During this planning period, we are partnering with Diversitat to deliver the “Everyone is Welcome” project.



Healthier Eating and Active Living

Our objectives	Target group(s)/ Settings	Our strategies	Potential reach	Our measures of progress for 2020-2021
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)	Workplaces in the G21 Region	<p>Create healthy settings and environments</p> <p>Use the Achievement Program to support organisations to create healthier workplace settings</p>	All staff attending five targeted workplaces G21 region using Barwon Health social media and communications platforms	Number of workplaces supported to create healthier environments by implementation of healthier eating or active living policies or other activity
Workplaces, leisure and recreation facilities in G21 Region remove/reduce SSB's and increase access to water	Organisations in the G21 Region HEAL Water/SSB Working Group	<p>Create healthy settings and environments</p> <p>Create healthier environments that promote water and reduce availability and access to SSB's</p> <p>Barwon Health have adopted a Healthy Eating Policy and will use our learnings and expertise to support our regional partners to develop and adopt their own Healthy Eating Policy/SSB removal Policy.</p>	Organisations in the G21 Region HEAL Water/SSB Working Group	<p>Barwon Health provides support to G21 Region HEAL Water/SSB Working Group partners in the development and/or implementation of healthy eating policies or reducing or removing SSB's access policies in their settings.</p> <p>Could include development and distribution of case study (outlining process), template Policies</p>

Increase access to healthy food and drinks	Region HEAL Water/SSB working group	Create healthy settings and environments Work with health care and other settings to create environments that support healthy eating by implementing the Healthy Choice guidelines	Region HEAL Water/SSB working group	Number of workplaces developing and implementing Healthy eating policies
Promote the consumption of water across the G21 region	Workplaces	Deliver social marketing strategies and provide health information Work in partnership with local organisations to increase community awareness of water as the healthiest and drink of choice across the G21 Region	Workplaces in the G21 Region	Messages and communication plan developed and implemented. Implement the Barwon Health water fountain promotion initiative
Support settings and environments to increase vegetable consumption	Vulnerable families with children in the G21 Region Community organisations in the 3214 postcode area	Build community capability to take local action Connect with identified community organisations Build capacity of the community to support vegetable consumption	Community members who participate and connect with 4 community organisations	Number of community organisations who are engaged in initiatives
Promote the consumption of vegetables across the G21 region	Vulnerable families with children in the G21 Region	Deliver social marketing strategies and provide health information	General community (G21 region using Barwon Health social media and	Barwon Health contributes to the development of shared messaging and a regional communication strategy

		<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>	communications platforms)	Local (place-based) communication strategies have been implemented
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>	Rebuild to a similar reach to pre-COVID	<p>Expand range of resources to support organisations and facilitators</p> <p>Organisations and facilitators involved in and committed to Community Kitchens</p>
Increase Incidental Activity in people aged over 55 years	People over 55 years attending community groups	<p>Create healthy settings and environments</p> <p>Develop a 'Make your meetings Move' resource to promote Incidental Activity in community meetings</p>	Community groups across the G21 region	A number of community groups report using of all or components of the 'Make your Meetings Move' resource
	People over 55 years	<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</p>	Community groups across the G21 region & the social media "community"	<p>A series of public and social media photo-stories are developed that:</p> <ol style="list-style-type: none"> 1. Prompt passers and browsers to stop and read 2. Prompt a proportion of these people to click on a link or pursue further information

		<p>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>3. 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>
	Organisations and services providing online information to people over 55 years	<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>	Community groups across the G21 region & the social media “community”	<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
	Organisations providing home-based and social support services to people over 55 years	<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>	LGAs and home care package service providers across the G21 region	Training opportunities are offered and taken up by one further LGA and one further service sector



Prevention of Violence Against Women

Our objectives	Target group(s)/ Settings	Our strategies	Potential reach	Our measures of progress for 2020-2021
To progressively build the attitudinal and behavioural change required to reduce violence against women	Agencies with the capacity to deliver online messages that aim to prevent violence against women	<p>Deliver social marketing strategies and provide health information</p> <p>Augment the health literate messaging toolkit with a social media component.</p>	Social media audiences of a proportion of these agencies	Number of individuals who downloaded the Toolkit engage with promotion of the Social Media component of the Toolkit (eg open promotional email) and proportion of those are found to have downloaded the Toolkit
	Followers of Barwon Health's social media opportunities	<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>	Barwon Health's 20,000+ social media followers	Majority of our social media posts have some level of engagement (through likes, comments, shares)

	Staff and management of workplaces affiliated with the Workplace Health network	<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>	Number of workplaces engaged with WHN	Information reaches most workplaces, and a proportion the Network engaging with the material (e.g. via click throughs to further information).
	Primary and secondary schools in G21 region	<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>	12 secondary and 44 primary schools	Numbers of secondary schools and primary schools that commit to implement a school-based respect cup in 2021



Mental Health Promotion

Our objectives	Target group(s)/ setting	Our strategies	Potential reach	Our measures of progress for 2020-2021
Increase community participation in mental health and wellbeing initiatives	General community	<p>Build community capability to take local action</p> <p>Support community organisations to deliver mental health promotion initiatives through a small grants program</p>	Five community groups and their members	<p>Five grant recipients deliver mental health promotion initiatives, one of which supports HEAL objectives</p> <p>Community organisations promote mental health and wellbeing in their settings</p>
Build partnerships to promote mental health and wellbeing	Organisations promoting mental health in the G21 region	<p>Create healthy settings and Environments</p> <p>Build the profile and understanding of mental health promotion in the region through growing the Mental Health Promotion network.</p>	Mental Health Promotion network and their organisations	<p>At least 2 Mental Health Promotion forums ran and well attended</p> <p>Mental Health Promotion Network grows across the operating area</p>
Increase community awareness of factors that promote social and emotional wellbeing	General community	<p>Develop skills and provide health education</p> <p>Increase mental health literacy through Mental Health First Aid Training and</p>	Target trainee recipients	Number of Mental Health First Aid and Applied Suicide Intervention Skills Training courses delivered to community.

		<p>Applied Suicide Intervention Skills Training.</p> <p>Deliver social marketing strategies and provide health information</p> <p>Include information on mental health promotion through Barwon Health communication channels.</p>	General community	Messages and communication plan developed and implemented
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Cross Cutting Initiatives

Our objectives	Target group(s)/ Settings	Our strategies	Potential Reach	Our measures of progress for 2020-2021
To promote healthy eating, active living and improved social connections	Barwon Health's Community Health and Rehabilitation directorate <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>	Build community capability to take local action Pilot a resource that enables health care providers and workplaces to implement primary prevention strategies in their work to encourage health behaviour change	Barwon Health's Community Health and Rehabilitation directorate	Resource is used by service providers and participants to take steps towards healthy behaviour change (Feedback on participant surveys)
To promote healthy eating, active living and the prevention of violence against women	Newly arrived people from refugee, asylum seeker and CALD community	Develop skills and provide health education Codesign an orientation process for recently arrived people to the G21 area	Newly arrived refugees in the G21 region	Newly arrived people (refugees and asylum seekers) from four language groups increase understanding about prevention of violence against women and accessing the health system.

Monitoring and evaluation

As we continue to deliver initiatives and work towards our vision of building healthier lives together with our community, the task of understanding the effectiveness of our work becomes an increasingly critical part of our approach. Good monitoring and evaluation underpins our approach. We have developed a range of immediate, short and medium term measures that reflect our contribution to this vision (and aligned to the longer term outcomes and targets outlined in the *Victorian Public Health and Wellbeing Outcomes Framework*). Working with our partners in a collective impact approach, we will track these outcomes and adapt our approach to ensure our initiatives are effective and delivering the intended changes.

ⁱ Department of Health and Human Services (DHHS) (2017). Victorian Population Health Survey 2017. Available from <https://www2.health.vic.gov.au/public-health/population-health-systems/health-status-of-victorians/survey-data-and-reports/victorian-population-health-survey/victorian-population-health-survey-2017>

ⁱⁱ Department Education and Training (DET) (2016) Victorian Child and Adolescent Monitoring System (VCAMS) portal. Available from <https://www.education.vic.gov.au/about/research/Pages/vcamstableau.aspx>

ⁱⁱⁱ VicHealth (2015) VicHealth Indicators Survey, LGA profiles. Available from <https://www.vichealth.vic.gov.au/programs-and-projects/vichealth-indicators-survey-2015>

^{iv} VicHealth. (2020). VicHealth Coronavirus Victorian Wellbeing Impact Study. Available from <https://www.vichealth.vic.gov.au/media-and-resources/publications/coronavirus-victorian-wellbeing-impact-study>

^v VicHealth (2004), The health costs of violence: Measuring the burden of disease caused by intimate partner violence. A summary of findings, Victorian Health Promotion Foundation, Carlton.

^{vi} Victoria Police (2019) Family Violence incident reports (accessed from Crime Statistics Agency 24/10/19). Available from <https://www.crimestatistics.vic.gov.au/>

^{vii} Our Watch (2020) COVID-19 and primary prevention of violence against women. Position Paper <https://www.vichealth.vic.gov.au/media-and-resources/publications/coronavirus-prevention-of-family-violence>

^{viii} VicHealth. (2020). VicHealth Coronavirus Victorian Wellbeing Impact Study. Available from <https://www.vichealth.vic.gov.au/media-and-resources/publications/coronavirus-victorian-wellbeing-impact-study>

^{ix} Australian Bureau of Statistics ABS (2009). National Survey of Mental Health and Wellbeing: Summary of Results, 4326.0, 2007. ABS: Canberra.

^{ix} VicHealth. (2020). VicHealth Coronavirus Victorian Wellbeing Impact Study. Available from <https://www.vichealth.vic.gov.au/media-and-resources/publications/coronavirus-victorian-wellbeing-impact-study>