INTEGRATED HEALTH PROMOTION PLAN
2013 - 2017

In line with the Colac Otway Shire’s Municipal Public Health and Wellbeing Plan 2013-2017
“Health Promotion works with and for people, not to and on people”
GEOGRAPHIC CATCHMENT

Colac Otway Shire Profile

Our Shire is located within two hours west of Melbourne and renowned for its magnificent southern coastline, the Otway rainforests and the northern lakes and craters district. Our population is 20,502 and this is evenly divided between males and females. The bulk of our population (28.1%) is 45-64 years, and 0.94% of our population is from Aboriginal and Torres Strait Islander descent. We are classified as a rural community, and our most populated areas are Colac and Apollo Bay.

Socio Economic Characteristics

- Unemployment rate is higher than the Victorian average.
- Percentage of persons that earn under $400 per week is significantly higher than the Victorian average.
- Percentage of persons who did not complete year 12 is 20% higher than the Victorian average.
- Percentage of persons who help out as a volunteer is significantly higher than the Victorian average.

SEIFA Data

<table>
<thead>
<tr>
<th>Local Government Areas in the G21 Region</th>
<th>2006 SEIFA index of disadvantage</th>
<th>2011 SEIFA index of disadvantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colac-Otway (S)</td>
<td>967.3</td>
<td>946</td>
</tr>
<tr>
<td>Greater Geelong (C)</td>
<td>992.9</td>
<td>980</td>
</tr>
<tr>
<td>Golden Plains (S)</td>
<td>1025.5</td>
<td>1011</td>
</tr>
<tr>
<td>Queenscliff (B)</td>
<td>1048.8</td>
<td>1047</td>
</tr>
<tr>
<td>Surf Coast (S)</td>
<td>1065.0</td>
<td>1060</td>
</tr>
</tbody>
</table>

4 Source: Australian Bureau of Statistics, Socio-Economic Indexes for Areas (SEIFA), 2006.
COLAC AREA HEALTH - WHO ARE WE?

Colac Area Health (CAH) is an integrated health service that meets the needs of more than 30,000 people in the Corangamite, Colac Otway and Surf Coast Shire’s. CAH is a unique, integrated health service, offering acute, community and age care services and is situated in the foothills of the scenic Otway Ranges and close to the Surf Coast. Our services consist of aged care, acute care, and community services.

Specifically the Health Promotion (HP) program sits in the community services team and partners with key agencies in the region, including the Colac Otway Shire (Colac Otway Shire). Our Health Promotion program works with the community that lies within the COS and focuses on reducing health inequality within the municipality.

BACKGROUND

In previous years Colac Area Health (CAH) has developed an Integrated Health Promotion Plan (IHP) with a three year cycle. The IHP plan was to identify areas of work that the CAH Health Promotion team would engage in. Although local government and health services worked in collaboration to reduce health inequalities they worked from separate plans.

2012-2013 Bridging Plan

Colac Area Health Integrated Health Promotion Plan

CAH’s bridging year plan 2012-2013 identified the following priorities as areas of action:

- **Food Security and Healthy Eating.**
- **Oral Health in Early Years.**
- **Tobacco Control.**

Work that has been completed or is being completed in these areas will be identified in this 2013 -2017 Health Promotion Action Plan for CAH. Significant work had been put into this plan to formalise our partnership with the Colac Otway Shire (COS) and Otway Health (OH). This partnership was evident in the bridging plan, and we have ensured that our work is aligned to ensure maximum benefit to our community to improve health and wellbeing.

Alignment with Local Government and work beyond 2013

From 2013 health services are now required to support local government to develop and implement the Municipal Public Health and Wellbeing Plan (MPH&WBP) which has a cycle of four years. Health services are expected to work from the MPH&WBP and will be required to take on key pieces of work which will be outlined in Health Promotion Plans.

Due to strong partnership and alignment between CAH and COS in the 2012-2013 bridging year plan, the transition of working with the Municipal Public Health and Wellbeing plan has been an easy and smooth transition.
ORGANISATIONAL HEALTH PROMOTION CONCEPT

Colac Area Health defines Health Promotion as the actions directed towards addressing the determinants of health. To do this we must enable people to increase control over their own health and wellbeing. We are committed to the guiding principles of Health Promotion through the Ottawa Charter (1986). The 5 key areas to advocate, mediate and enable this charter include:

**Develop Personal Skills**

**Re-orientating Health Services**

**Create Supportive Environments**

**Strengthen Community Action, and**

**Building Healthy Public Policy.**

The Department of Human Services guiding principles for Health Promotion are:

1. Address the broader determinants of health, including the social determinants (listed below):

<table>
<thead>
<tr>
<th>Social Gradient</th>
<th>Stress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>Social Support</td>
</tr>
<tr>
<td>Unemployment</td>
<td>Transport</td>
</tr>
<tr>
<td>Social Exclusion</td>
<td>Food</td>
</tr>
<tr>
<td>Education</td>
<td>Addiction</td>
</tr>
<tr>
<td>Gender</td>
<td>Early Life</td>
</tr>
</tbody>
</table>

   *The Solid Facts: Social Determinants of Health - R. Wilkinson and M. Marmot 2003*

2. Base activities on the best available data and evidence.
3. Act to reduce social inequities and injustice.
4. Emphasise active consumer and community participation.
5. Empower individuals and communities.
7. Work in collaboration

**VISION 2013 - 2017**

**Our Health Promotion vision:**

*Reduce health inequity and injustice in the Colac Otway Shire.*

Colac Area Health’s Health Promotion vision is to reduce health inequity and injustice within the Colac Otway Shire.

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When putting together Colac Area Health’s 2013-2017 Health Promotion Plan, we ensured our work aligned and was identified in the COS 2013-2017 Municipal Public Health and Wellbeing Plan, the priorities outlined in the Municipal Public Health and Wellbeing plan include:

- **Plan for an ageing population.**
- **Reduce significant levels of disadvantage in early years.**
- **Increase levels of physical activity.**
- **Protection through public and environmental health.**
- **Supporting healthy eating and food security.**
- **Support mental health and connectedness.**
- **Prevention of violence against women and children.**
- **Support healthy behaviours.**
- **Reduce harm from alcohol, tobacco and other drugs.**

After reviewing our progress in 2012-2013 bridging plan, looking at priorities identified in the Colac Otway Shire’s 2013-2017 Municipal Public Health and Wellbeing plan, identify the issues in our community that contribute to burden of disease, mapped Colac Area Health’s Health Promotion capacity and, identified partnership opportunities, Colac Area Health will work in the following areas:

- **Promote healthy eating and food security**
- **Controlling Tobacco Use,**
- **Improving Oral Health,** and
- **Healthy Together Achievements Program.**

**EXISTING AND COMPLEMENTING WORK**

This plan represents investments in existing and continuing pieces of work as well as new areas for action. Colac Area Health would like to acknowledge that the following work is being completed alongside the Integrated Health Promotion Plan within our community:

- Colac Otway Shire Early Years Plan 2013-2017,
  Improving Oral Health, with links to Colac Area Health’s oral health work in early year’s settings.

- Active Transport and Physical Activity Plans/Strategies.
  Colac Otway Shire and Otway Health are leading work in this space.

- Kinder Wide Smile Program
  Barwon Health and CAH, mobile dental service for early years.

- Family Violence Network/Group and Action Plan

- Colac Otway Shire Positive Ageing Strategy

- Colac Otway Shire Alcohol and other Drugs Plan.

This work is ongoing regardless of Colac Area Health’s Integrated Health Promotion plan and is strong work that supports the health and welling of our community.
Healthy Eating and Food Security

**Problem Definition**
A food secure community allows residents to have access to healthy nutritious food, limits the risks of chronic conditions such as Type 2 Diabetes, Obesity and Cardiovascular diseases.

The data for the Colac Otway Shire shows that 52.1% of the population did not meet daily fruit and vegetable dietary guidelines, compared to the Victorian Average of 48.2%\(^6\)

48.7% of persons in the Colac Otway Shire purchased alcohol in the last 7 days, this is the fourth highest rate in Victoria. \(^7\)

19.8% of the Colac Otway Shire, drink soft drink every day. This is the second highest rate in Victoria, the Victorian average is 12.4%. \(^8\)

In the Colac Otway 57.5% of Males and 44.6% of Females are classified as overweight or obese, totalling at over half the population (50.8%) considered Overweight or Obese. \(^9\)

A recent need assessment process (2012-2013) identified that 8.2% of the Colac Otway Shire surveyed had run out of food in a 12month period and had been unable to replace it\(^10\); this is consistent with the Community Indicators Victoria Statistic also stating 8.2% of our population had ran out of food.

84% of Food available in the Colac Otway Shire is from restaurants, cafes and take away, compared to 8% of the stores available to our population being supermarkets and fruit and vegetable stores. On average when shopping at supermarkets in the COS, the cost of a ‘Healthy Food Basket’ in Apollo bay is $33.00 more expensive than the cost of the same basket in Colac central.

Along with this stakeholder and community consultations identified the following food security determinants affected our community getting the healthy food they need: **Cost of food, Transport/access to food and Lack of food skill and knowledge.**

<table>
<thead>
<tr>
<th>Key Policy Links</th>
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<tbody>
<tr>
<td><strong>Local</strong></td>
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<td>- Colac Otway Shire Municipal Public Health Plan</td>
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<tr>
<td>- Colac Area Health Integrated Health Promotion Plan</td>
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<tr>
<td>- Otway Health Integrated Health Promotion Plan.</td>
</tr>
<tr>
<td><strong>State</strong></td>
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<tr>
<td>- Victorian Public Health and Wellbeing Plan</td>
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<tr>
<td>- Victorian Health Promotion (VicHealth)</td>
</tr>
<tr>
<td>- Healthy Together Achievements Program (Dept. of Health)</td>
</tr>
<tr>
<td>- Victorian Healthy Eating Enterprise</td>
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<tr>
<td><strong>Regional</strong></td>
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<tr>
<td>- Healthy Together Geelong (partnership is between the City of Greater Geelong, Barwon Health and Bellarine Community Health.)</td>
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<tr>
<td>- Geelong City Council Municipal Public Health Plan</td>
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<tr>
<td>- Golden Plains Shire Municipal Public Health Plan</td>
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<tr>
<td>- Surf Coast Shire Municipal Public Health Plan</td>
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<tr>
<td><strong>National</strong></td>
</tr>
<tr>
<td>- National Food Plan</td>
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<tr>
<td>- National Preventative Health Strategy</td>
</tr>
<tr>
<td>- National Health Priority Area (Obesity)</td>
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\(^9\) G21 Health and Wellbeing Profile 2009.

### HEALTHY EATING AND FOOD SECURITY

**Goal**
To reduce the avoidable death and disease attributed to unhealthy eating and reduce food insecurity in the COS.

**Impact Indicator**
Less people are running out on food and more fruit and vegetables are being consumed.

**Priority Population**
Low Socio Economic groups and those that we know are at higher risk of becoming food insecure.

**Addressing Health Inequalities**
Areas of food desert and high risk populations.

**Budget and Resource**
See budget template Appendix A

**Evaluation/Measure**
Department of Health Population Health Survey. Food security statistic and fruit and vegetable consumption.

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<th><strong>OBJECTIVE 1</strong></th>
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| By 2017, food insecurity in the Colac Otway Shire will be reduced from 8.2%, to the state average of 6%.
| Settings | Whole of COS population with a focus on areas of food desert and populations who are at risk of food insecurity. |
| Partners | Otway Health, Colac Otway Shire (Economic and Health team), Community Food Action Group (CFAG) - including community leaders, educational settings, local government, community health, community members and local/regional organisations. |
| Impact Indicators | Food insecurity in the Colac Otway Shire will be reduced from 8.2%, to the state average of 6%. |
| Evaluation | Conduct extensive pre and post survey through rapid needs assessment process. Evaluation process outlined in Community Food Action Plan (CFAP) |

<table>
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<tr>
<th>Strategies</th>
<th>Process Indicators</th>
<th>Partners and Timeline</th>
</tr>
</thead>
</table>
| Coordinator and facilitate regular Community Food Action Group meetings. | - Meetings held regularly  
- Minutes and agenda are documented and circulated to working group. | 2013-2017  
Specific timelines identified in this plan.  
Colac Area Health  
Otway Health |
| Implementation of the strategies outlined in the Community Food Action Plan. (Appendix B) | - Strategies are implemented and this is evident in annual review | 2013 – 2017  
Community Food Action Group |
| Annually review the Community Food Action Plan | - Annual review/status of the Community Food Action Plan is completed and documented. | Dec Annually  
Colac Area Health  
Otway Health  
Colac Otway Shire |

\[\text{Note: Healthy Eating strategies will also be in place through the Healthy Together Achievements Program in workplaces. See page 17 for more details on this.}\]

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11 Community Indicators Victoria, retrieved 2013, data from 2006 http://www.communityindicators.net.au/wellbeing_reports/colac_otway
<table>
<thead>
<tr>
<th>INPUTS</th>
<th>ACTIVITIES</th>
<th>OUTPUTS</th>
<th>IMPACTS</th>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>COS Food Security Needs Assessment findings</td>
<td>Support for the COS active transport strategy, and regional public transport plan.</td>
<td>COS Active Transport Strategy and Regional Public Transport Stagey is implemented.</td>
<td>Transportation options from AB, Forrest, Lavers Hill, Colac West, Beeac and Cressy to fresh food outlets is increased by 30%.</td>
<td>Increased consumption of nutritious foods (fruit and vegetables).</td>
</tr>
<tr>
<td>Community Food Action group to drive action and CFAP</td>
<td>Transportation to fresh food outlets is increased.</td>
<td>Transportation mapping shows that more routes are available to fresh produce.</td>
<td>50% of the listed (Lavers Hill, Colac West, Elliminyt, Barwon Downs, Beech Forrest) smaller communities across the COS, where access to fresh produce is limited, will have a 30% increase in the availability of fruit and vegetables.</td>
<td>A reduction of food insecurity.</td>
</tr>
<tr>
<td>Community food action plan (CFAP)</td>
<td>All of council is trained in the FSPUD tool.</td>
<td>Smaller communities will have increased supply/access of fresh produce, measured through the General Store VHFB Survey.</td>
<td>There will be a 30% increase in purchase of local produce from the Colac Otway Shire.</td>
<td>Reduction in chronic disease related to unhealthy/poor food consumption.</td>
</tr>
<tr>
<td>Partnership with the G21 Food Security Network</td>
<td>Small towns will be supported by the ‘Small Store Support Program’ across the COS to increase availability of fresh produce.</td>
<td>Barriers for farmers to sell their produce are identified and advocacy is planned.</td>
<td>50% of all organisations and community members in the COS will understand where nutritious and local food is available in the Colac Otway.</td>
<td></td>
</tr>
<tr>
<td>COS, CAH and OH commitment to implementing the CFAP</td>
<td>Local producers have identified barriers to sell and farm their produce to support advocacy in this space.</td>
<td>Increased awareness of food available across the COS.</td>
<td>50% of all organisations across the COS will be aware of emergency food relief options across the Colac Otway Shire.</td>
<td></td>
</tr>
<tr>
<td>HP Intervention/activity funding</td>
<td>A food directory for the COS is developed.</td>
<td>Strong local food database to guide work in this space.</td>
<td>Comprehensive information database that describes the key elements of food security at a local level. Key elements include, VHFB Surveys, mapping transport and food retail outlets, VLGA scanning tool.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Victorian Healthy Food Basket Survey Completed annually in General Stores and Supermarkets.</td>
<td>Strong relationship with local, regional and state bodies reflected in planning.</td>
<td>Support from local, regional, state and national levels, to enhance local planning and intervention.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>VLGA Municipal Food Scanning Tool implemented for COS.</td>
<td>Educational settings have a range of strategies/program to address food security.</td>
<td>9 kindergartens in the Colac Otway will have 1 food initiative in place that focuses on both upstream and downstream action areas</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Partnership with G21 and other food bodies continued.</td>
<td>Health professionals have relevant skills to support at risk clients to cook and utilise food.</td>
<td>5 schools in the Colac Otway will have 1 food program in place that focuses on both upstream and downstream action areas</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Settings are engaged in the Smiles 4 Miles, Achievements Program for Workplaces and Kitchen Garden Program.</td>
<td></td>
<td>20% community organisations/services at risk clients will have the skill set (cooking, budgeting, food safety, nutritious foods, growing produce) to utilise food.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>FoodMATE program implemented through local community orgs/services.</td>
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</tbody>
</table>
### CONTROLLING TOBACCO USE

**Problem Definition**

21.5% of the Colac Otway population is considered a current smoker – this is the highest percentage in the Barwon South West and G21 Region\(^\text{12}\), and higher than the Victorian average\(^\text{13}\).

In 2002-2005 the percentage of avoidable deaths attributed to tobacco smoking for the Colac Otway was 12.0%, this is lower than the Victorian LGA average\(^\text{14}\).

68.6% of the Colac Otway Shire population support smoking bans in outside eating areas, this is lower than the Victorian average (69.8%). \(^\text{15}\)

Smoke Free Environments: When reviewing smoke free policies that were in place across the COS, this LGA has only 1 out of a possible 11 smoke free policies/areas and this was for swimming pools. \(^\text{16}\)

**Adolescent Tobacco Profile:**

In Barwon South West Region, 18.1 per cent of adolescents aged 12 to 14 years had smoked cigarettes; this is higher than the state figures. Among the same age group, 6.8 per cent had smoked cigarettes in the past 30 days, again higher than the Victorian average\(^\text{17}\).

19.3% of 15-17 year olds in the Barwon South West Region had smoked a cigarette; this is the second highest figure out of the eight regions in Victoria. \(^\text{18}\)

A recent Youth Health and Wellbeing Needs Assessment conducted by Colac Area Health, looked at health and wellbeing issues for young people, results showed that 20% of respondents smoke either every day or on a regular basis. Considering the COS adult population current smoker rate is 21.5% this figure of 20% for young people is significant.

### Key Policy Links

<table>
<thead>
<tr>
<th>National</th>
<th>Regional</th>
</tr>
</thead>
<tbody>
<tr>
<td>• National Preventative Health Strategy</td>
<td>• G21 Regional Planning</td>
</tr>
<tr>
<td>• National Health Priority Area (Cardiovascular Disease and Cancer)</td>
<td>• Healthy Together Geelong (partnership is between the City of Greater Geelong, Barwon Health and Bellarine Community Health.)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Victorian Public Health and Wellbeing Plan</td>
<td>• Colac Otway Shire Municipal Public Health Plan</td>
</tr>
<tr>
<td>• Victorian Health Promotion (VicHealth)</td>
<td>• Colac Area Health Integrated Health Promotion Plan</td>
</tr>
<tr>
<td>• Healthy Together Achievements Program (Dept. of Health)</td>
<td></td>
</tr>
<tr>
<td>• Victorian Network of Smoke Free Healthcare Services.</td>
<td></td>
</tr>
</tbody>
</table>

\(^{12}\) Department of Health - Population Health Survey, BSW Region Local Government Area profiles, 2012  
\(^{13}\) Victorian Government Department of Health - Barwon South West Region Health Status Profile, 2008.  
\(^{14}\) G21 – Community Health and Wellbeing Profile, 2009.  
\(^{16}\) National Heart Foundation and Quit Victoria, Smoke Free Policies in Outdoor Areas - A 2011 Victorian council survey report.  
\(^{17}\) DEECD 2011 Adolescent Community Profiles  
\(^{18}\) Department of Health - Population Health Survey, BSW Region Local Government Area profiles, 2012
CONTROLLING TOBACCO USE

Goal
To reduce the avoidable death and disease attributed to tobacco smoke and reduce the amount of smokers in the COS.

Impact Indicator
Lower smoking rates across the COS, reduce avoidable deaths attributed to tobacco smoke and uptake of tobacco smoking.

Priority Population
Low Socio Economic Groups

Addressing Health Inequalities
Low Socio Economic population focus, and high risk groups within our community, including youth.

Budget and Resource
See budget template Appendix A

Evaluation
QUIT - Smoke Free Policies Mapping by Council, smoking rates by LGA.
Department of Health - Burden of Disease and smoking rate statistics.

OBJECTIVE 1
All children’s playgrounds and junior sporting competitions in the COS will be smoke free by 2017.

Settings
Playgrounds and Sporting Clubs, with the potential expansion to Organisations, Council Run events, Beaches, Schools.

Partners
Colac Otway Shire (Recreation and Health team), QUIT, Baw Baw Shire (using their smoke free outdoor areas model), Leisure Networks

Impact Indicators
There are smoke free children’s playgrounds and junior sporting competitions in the Colac Otway Shire.

Evaluation/Measure
QUIT - Smoke Free Policies Mapping by Council pre and post surveying results.

Timeline
2013-2017

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Process Indicators</th>
<th>Partners and Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue to coordinate and participate in the Colac Otway tobacco control workshops (CAH and COS).</td>
<td>- Meetings held regularly&lt;br&gt;- Minutes and agenda are documented and circulated to working group.</td>
<td>Ongoing&lt;br&gt;2013-2017&lt;br&gt;Colac Area Health&lt;br&gt;Colac Otway Shire</td>
</tr>
<tr>
<td>Seek approval of the Smoke Free Outdoor Areas Integrated Strategic Plan and start implementation.</td>
<td>- Smoke Free Outdoor Areas Integrated Strategic Plan implemented and actions recorded.</td>
<td>Annually review plan&lt;br&gt;2013-2017&lt;br&gt;Colac Area Health&lt;br&gt;Colac Otway Shire</td>
</tr>
<tr>
<td>Develop a community readiness strategy for changes in tobacco control legislation.</td>
<td>- Social Marketing Strategy implemented for COS.&lt;br&gt;- Sporting Grounds have smoke free policies in place.</td>
<td>Timed around Smoke Free Area introduction.&lt;br&gt;Colac Area Health&lt;br&gt;QUIT&lt;br&gt;Colac Otway Shire&lt;br&gt;Leisure Networks</td>
</tr>
</tbody>
</table>
### OBJECTIVE 2
The staff from 10 community welfare services that work with QUIT Victoria’s priority populations will have the skills to support clients to reduce tobacco use.

<table>
<thead>
<tr>
<th><strong>Settings</strong></th>
<th>Colac Area Health, Educational Settings (School Nurses), Local welfare and community organisations.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Partners</strong></td>
<td>QUIT Victoria, Local Organisations.</td>
</tr>
<tr>
<td><strong>Impact Indicators</strong></td>
<td>Staff from 10 community welfare services will have the skills to support clients to reduce tobacco use.</td>
</tr>
</tbody>
</table>
| **Evaluation/Measure** | Increases in referral to local smoking cessation clinics.  
QUIT line referrals from COS area.  
Tobacco use discussed during client meetings where appropriate.  
Dept. of Health - Smoking Statistic, specifically in low socio economic areas. |

**Timeline**
2013-2016

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Process Indicators</th>
<th>Partners and Timeline</th>
</tr>
</thead>
</table>
| Upskill staff working in community and welfare organisations to support their ‘at risk’ clients to cease smoking.  
- Map community and welfare services in the COS working with ‘at risk’ populations  
- Smoking Cessation facilitator to Put together training package for organisations, liaise with QUIT to complete this.  
- Engage relevant organisations to participate in training.  
- Facilitate training for staff to support their clients to cease smoking. |  
- Training completed with all relevant Community and Welfare Organisations.  
- Number of agencies who are trained.  
- Number of people trained.  
- Quality of training provided. |  
2014-2015  
Mapping, training package and engagement  
2016  
Training conducted |
| **Partners** | Colac Area Health  
Community Organisations  
QUIT Victoria |
## OBJECTIVE 3

By 2017, the percentage of people employed at Colac Area Health who are current smokers (10%), will decrease to 5%.

### Settings
Colac Area Health, ENSH Victorian Network of Smoke Free Healthcare Services.

### Partners
ENSH Network, Colac Otway Shire, Colac Herald, Achievements Program

### Impact Indicators
Colac Area Health will have a reduction in staff smokers

### Evaluation/Measure
Bi-annual pre and post survey of staff to identify changes in smokers.
ENSH Victorian Network Membership Action plan reviewed annually and actions measured.

### Timeline
2013-2017

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Process Indicators</th>
<th>Partners and Timeline</th>
</tr>
</thead>
</table>
| Smoke Free Policy Update for Colac Area Health, that includes staff, patients/clients, visitors and contractors. | - Policy developed  
- Accepted by Executive  
- Implemented at CAH. | 2013-2014  
CAH  
- Executive team  
- Smoking Cessation  
- Health Promotion |
| Staff support package to encourage cessation  
- Work with pharmacy, local GP’s and smoking cessation at CAH to identify general needs for smokers to quit.  
- Put together support package.  
- Promote package to staff. | - Support package developed  
- Support package offered and promoted to staff. | 2013-2014  
CAH  
- Executive team  
- Smoking Cessation  
- Health Promotion  
- Pharmacy  
Local GP’s |
| Creating smoke free boundaries around CAH healthcare service.  
- Include in relevant policy at CAH  
- Advocate for the COS to include in local community law.  
- Design and place appropriate signage around the healthcare service. | - Boundaries around CAH are smoke free and this is event in local policy at CAH and COS.  
- Signage for smoke free boundaries is erected.  
- Communication strategy for community implemented. | 2013-2015  
CAH  
- Executive team  
- Smoking Cessation  
- Health Promotion  
- Staff Development  
Colac Otway Shire |
| Maintain requirements of the ENSH Victorian Network of Smoke Free Healthcare Services membership.  
- Update and implement action plan annually. | - Implement requirements of the network that are outlined in the CAH action plan.  
- Action plan and membership requirements completed annually in Oct/Nov. | Ongoing 2013-2017  
CAH  
- Executive team  
- Smoking Cessation  
- Health Promotion  
- Pharmacy |

Note: Tobacco Control strategies will also be in place through the Healthy Together Achievements Program in workplaces. See page 17 for more details on this.
## PROGRAM LOGIC - CONTROLLING TOBACCO USE

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<tr>
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<tbody>
<tr>
<td>• CAH and COS identification of Tobacco Control in relevant planning</td>
<td>• Victorian Network of Smoke Free Healthcare Service Membership (CAH)</td>
<td>• Victorian network of smoke free healthcare services membership is maintained and requirements are completed annually.</td>
<td>• Reduced exposure to passive smoke near entry points at the health service.</td>
<td>• To reduce the avoidable death and disease attributed to tobacco smoke.</td>
</tr>
<tr>
<td>• Tobacco Control working party resource</td>
<td>• Healthy Together Achievements Program for Workplaces (See next priority area).</td>
<td>• Settings across the COS are smoke free and have smoke free policies and support those who smoke to cease.</td>
<td>• Patients/Clients of the Healthcare service are support by all staff to cease smoking.</td>
<td>• Reduce the amount of smokers in the COS.</td>
</tr>
<tr>
<td>• Support from Baw Baw Shire and QUIT.</td>
<td>• Development of Smoke Free Outdoor Areas legislation across the COS</td>
<td>• Outdoor areas across the COS become smoke free.</td>
<td>• Reduced costs to businesses due to smoking breaks, sick days and leave attributed to passive smoke.</td>
<td></td>
</tr>
<tr>
<td>• Smoking Cessation Facilitator, COS and CAH staffing resource</td>
<td>• Training for health and welfare professionals, to support their at risk clientele to change/reduce tobacco use.</td>
<td>• Relevant health and welfare professionals complete training to support their clientele to cease smoking.</td>
<td>• Healthier work environments for all.</td>
<td></td>
</tr>
<tr>
<td>• QUIT Victoria and VicHealth literature/evidence base.</td>
<td>• HP Intervention/ activity funding</td>
<td></td>
<td>• Reduced passive smoke inhalation in outdoor areas across the community.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Priority population groups will have the skills and knowledge to cease or change tobacco usage.</td>
<td></td>
</tr>
</tbody>
</table>
**IMPROVING ORAL HEALTH**

**Problem Definition**
The ambulatory care rate in the CO for dental conditions is higher than the Victorian average, sitting at 4.6%. This means that admissions to hospital, health care centres or doctors where an overnight stay was not required, 4.6% of these admissions presented with dental concerns.

19.8% of the Colac Otway Shire, drink soft drink every day. This is the second highest rate in Victoria, the Victorian average is 12.4%.

Apollo Bay has no access to dental services and has unfluoridated water.

Dental is now ranked as the second highest reason for ambulatory care in the CO following diabetes complications. The proportion of adolescents who brushed their teeth at least twice a day in Barwon South West Region was lower than the proportion reported across Victoria.

Dental Health Services Victoria (DHSV) identifies many determinants that impact on oral health, the following determinants link directly to our priorities of healthy eating: Access to affordable nutritious food, drinks and diet. The data for food security earlier in the document also links strongly too these oral health determinants.

**Key Policy Links**

<table>
<thead>
<tr>
<th>Federal</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Victorian Public Health and Wellbeing Plan</td>
</tr>
<tr>
<td></td>
<td>Victorian Health Promotion (VicHealth)</td>
</tr>
<tr>
<td></td>
<td>Healthy Together Achievements Program (Dept. of Health)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regional</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Together Geelong (partnership is between the City of Greater Geelong, Barwon Health and Bellarine Community Health.)</td>
<td>Colac Otway Shire Municipal Public Health Plan</td>
</tr>
<tr>
<td></td>
<td>Colac Otway Shire Early Years Plan</td>
</tr>
<tr>
<td></td>
<td>Colac Area Health Integrated Health Promotion Plan</td>
</tr>
</tbody>
</table>

**Target Group**
Early years

**Goal**
Reduce admissions to health services due to poor oral health.

**Outcome**
This will be identified in future population health surveys, DHSV evaluation results and Kinder Wide Smile evaluation results.

---

23 Barwon South West Region, 2010 – Adolescent Community Profile
24 Department of Health Evidence-Based oral health promotion resource, 2011
Colac Area Health and Otway Health implement the Oral Health Promotion Plan for the COS, with support and from Dental Health Services Victoria, this plan is completed annually and has funding attached. This funding support allows our HP team to implement the Smiles 4 Miles program across early year’s settings in the COS.

**IMPROVING ORAL HEALTH**

**Goal**
Reduce admissions to health services due to poor oral health outcomes.

**Impact Indicator**
Less demand on health services in the COS due to oral health conditions.

**Priority Population**
Early Years and rural communities.

**Addressing Health Inequalities**
Our priority populations are in line with Dental Health Services Victoria key and high risk population groups.

**Budget and Resource**
See budget template Appendix A

**Evaluation/Measure**
Cancer Council Victoria and Dental Health Services Victoria – Tooth Decay, oral cancer, and gum disease statistics
Dept of Health – Admission rates to health services for poor oral health

<table>
<thead>
<tr>
<th>OBJECTIVE 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>All early years settings (kindergartens and day care) in the Colac Otway Shire will be Smiles 4 Miles accredited.</td>
</tr>
<tr>
<td><strong>Settings</strong></td>
</tr>
<tr>
<td>Early years settings (kindergartens and day care).</td>
</tr>
<tr>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td>DHSV, Otway Health, Early Years settings, Glastonbury.</td>
</tr>
<tr>
<td><strong>Impact Indicators</strong></td>
</tr>
<tr>
<td>All kindergartens and day cares in the Colac Otway Shire will be Smiles 4 Miles Accredited. Current number of kindergarten settings accredited in the COS: 11 of 12 Current number of child care centres accredited in the COS: 0 of 10 (only focused on kindergartens in previous work.)</td>
</tr>
<tr>
<td><strong>Evaluation/Measure</strong></td>
</tr>
<tr>
<td>Smiles 4 Miles – Accreditation results</td>
</tr>
<tr>
<td><strong>Timeline</strong></td>
</tr>
<tr>
<td>2013-2017</td>
</tr>
</tbody>
</table>

**Strategies**
Colac Area Health and Otway Health will support early years settings to meet the Smiles 4 Miles program requirements:
- Secure annual funding for the program.
- Complete oral health promotion plan annually.
- Engage settings (existing and new)
- Ensure all kindergartens participate in the Kinder Kapers program as parent and student engagement for the Smiles 4 Miles program.
- Support settings to complete surveys (every 2 years) and relevant policies.
- Apply for award status.
- Identify capacity to extend the program in child care centres.

**Process Indicators**
- Registered settings
- Number of kindergartens that participate in Kinder Kapers.
- Completion of relevant policies and surveys.
- Smiles 4 Miles award status.
- Number of child care centres engaged.

**Partners and Timeline**
Ongoing Annually 2013-2017
- CAH
- Health Promotion
- Dietician
- Dental Clinic
Early Years Settings
DHSV
HEALTHY TOGETHER ACHIEVEMENTS PROGRAM
Health Promoting Workplaces

**Background**
“The Healthy Together Achievement Program is a Healthy Together Victoria initiative supporting the development of healthy environments for learning, working and living in:

**Schools And Early Childhood Education And Care Services**
The Achievement Program for schools and early childhood services is a joint initiative from the Department of Health and Department of Education and Early Childhood Development. It has been developed to closely align with existing accountability and learning frameworks, such as the National Quality Standards and Victorian Early Years Learning and Development Framework for early childhood services, and strategic and annual planning processes and AusVELS for schools.

**Workplaces And Workforces**
The Achievement Program for workplaces and workforces identifies four areas of a work environment that impact on employee health and outlines a set of principles that should be considered to create and sustain a healthy work environment. The benchmarks build on existing occupational health and safety requirements and legislated obligations, such as smokefree workplaces, but do not replace these.

The Achievement Program provides members with guidelines, resources and support to create healthier environments and recognises the achievements of those who are improving health and wellbeing in their community”.

Due to existing work in early years through the Smiles 4 Miles program, and school settings meeting AusVELS requirements as well as other programs, CAH felt that there was a gap in supporting the health and wellbeing in workplace/workforce. As the Achievements Program is quite extensive, our capacity moving forward will not allow us to cover all three settings so the decision to focus on Workplaces/Workforces was agreed upon.

**Colac Otway Shire Health Profile**
- Smoking Rate - Higher than the Victorian Average,
- Daily Physical Activity Rate - Slightly more favourable than the Victorian average,
- Persons who visit a green space at least once a week - Higher than the Victorian average,
- Persons who did not meet daily fruit and vegetable intake - Higher than the Victorian average.

**Key Policy Links**
- National Quality Standards and Victorian Early Years Learning
- Development Framework for early childhood services
- AusVELS for school
- Smokefree workplace Act.

**Target Group**
Workplaces

**Goal**
Create healthier environments in settings and adopt a whole-service approach to health promotion

**Outcome**
This will be identified in the Dept of Health’s - Population Health Survey, Burden of Disease Measure and other specific areas eg. Physical activity levels.

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HEALTHY TOGETHER ACHIEVEMENTS PROGRAM

Health Promoting Workplaces

**Goal**
Create healthier environments where the Colac Otway Shire community works.

**Impact Indicator**
Healthier and supportive environments, in line with the Healthy Together Achievements Program benchmarks for workplaces.

**Priority Population**
Whole of community in the workforce/workplace.

**Addressing Health Inequalities**
Focus on rural and remote workplaces as first priority.

**Budget and Resource**
See budget template Appendix A.

**Evaluation/Measure**
Dept of Health - Population Health Survey Indicators, CEIPS - Achievements Program evaluation measures.

**OBJECTIVE 1**
Establish a process for CAH to meet the benchmarks of the Health Together Achievements Program.

**Settings**
Colac Area Health

**Partner**
Healthy Together, CEIPS

**Impacts Indicators**
Health promoting healthcare service.

**Evaluation/Measure**
Registration and Benchmark achievements from the program.

**Timeline**
2013-2014

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Process Indicators</th>
<th>Partners and Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colac Area Health will implement the</td>
<td>- Action Plan supported by executive.</td>
<td>2013 - 2014 (end of Calendar Year)</td>
</tr>
<tr>
<td>Healthy Together Achievements Program as a</td>
<td>- Action Plan implemented and measured against.</td>
<td></td>
</tr>
<tr>
<td>trial before engaging other organisations.</td>
<td></td>
<td>Partners</td>
</tr>
<tr>
<td>- Development of Health Promoting Workplace</td>
<td></td>
<td>CAH</td>
</tr>
<tr>
<td>Team.</td>
<td></td>
<td>- Smoking Cessation Clinic</td>
</tr>
<tr>
<td>- Action plan for the Achievements Program at</td>
<td></td>
<td>Facilitator</td>
</tr>
<tr>
<td>CAH.</td>
<td></td>
<td>- Dietician</td>
</tr>
<tr>
<td>- Implementation of this action plan.</td>
<td></td>
<td>- Health Promotion</td>
</tr>
</tbody>
</table>
### OBJECTIVE 2

Colac Area Health will support 1 new workplace in the COS to join the Achievements Program and meet required benchmarks.

#### Settings
**Workplace/Workforce**

#### Partner
Colac Otway Shire, Otway Health and workplaces across our municipality.

Note: COS have outlined the implementation of the Achievements Program across all settings.

#### Impacts Indicators
Health promoting organisations across the COS.

#### Evaluation/Measure
Registration and Benchmark achievements from the program.

#### Timeline
Ongoing til 2017

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Process Indicators</th>
<th>Partners and Timeline</th>
</tr>
</thead>
</table>
| Support workplaces across the COS to implement the Healthy Together Achievements Program:  
  - Engage settings, with preference first given to larger, blue collar workplaces.  
  - Register settings to be involved in the program.  
  - Support settings to develop an action plan and identify gaps in current practice. |  
  - 1-2 workplaces are registered and engaged each year.  
  - Health promoting status awarded for benchmarks. | 2015- 2017  
  |  | 1-2 new settings engaged each year from 2015.  
  |  | A timeline for program and benchmark implementation will differ for each service.  
  |  | **Partners**  
  |  | - CAH  
  |  | - Smoking Cessation Clinic Facilitator  
  |  | - Dietician  
  |  | - Health Promotion  
  |  | - Workplaces |
APPENDIX A - BUDGET
This information is not available please contact the Health Promotion team for more details.
healthpromotion@cah.vic.gov.au

APPENDIX B - COMMUNITY FOOD ACTION PLAN
The Community Food Action Plan can be found on the Health Promotion page of the Colac Area Health Website as of Dec 2013, please follow the below link for more details.
http://www.swarh2.com.au/cah/content/health-promotion

SUPPORTING DOCUMENTATION

FRONT COVER IMAGES (L-R)

FURTHER INFORMATION

HEALTH PROMOTION COORDINATOR
03 5232 5180
2-28 Connor Street, Colac, Victoria 3250
healthpromotion@cah.vic.gov.au
http://www.cah.vic.gov.au

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Quality Community Care