

Colac Area Health

Integrated Health Promotion (IHP) Plan 2009-2012

Health Promotion Vision and Goal

Colac Area Health's (CAH) vision is to be a recognised leader in the development and provision of responsive integrated healthcare which includes an effective Health Promotion program. The vision statement for Health Promotion is shown below:

The principles and philosophy outlined in the Ottawa Charter (1986) by the World Health Organisation will guide Colac Area Health's approach to Health Promotion. Our priority is to develop a wide range of interventions that build healthy public policy, create supportive environments, support community action, develop personal skills and re-orientate Colac Area Health towards Health Promotion

The Health Promotion program at CAH has built strong connections with other agencies and organisations. Our goal for the 2009-12 period Health Promotion will be to strengthen participation in the G21 Regional Alliance and the partnerships with key community agencies to enable 'whole of community' planning and intervention development in Priority Health Issues.

Priority Setting Process

An extensive priority setting process was used for the development of the IHP and this process is reflected in the IHP appendices. A CAH Health Promotion Operational Plan was an additional outcome of the priority setting process. Five key actions were used to form the Priority Setting Process:

1. Review of contractual obligations
2. Mapping of partner priorities
3. Demographic profiling
4. Consultation
5. Determining CAH's Health Promotion capacity

Further, mapping of the embedded Health Promotion programs at Colac Area Health was undertaken. These program areas are important to CAH as they are a platform for future capacity building strategies for new Priority Issues, or when building on existing Priority Issues.

Health Promotion Priority Issues

The fourth IHP Plan developed by CAH encompasses the new strategic directions for statewide health promotion. The proposed Priority Health Issues for 2009-12 at Colac Area Health are:

- Mental Health and Wellbeing
- Nutrition.

Reducing the Harm of Tobacco is proposed to be the key action area for the flexible component of the IHP plan. Health Promotion will support the Respiratory Physiotherapist to work with local secondary schools to review and refine the 'QUIT SMOKING' curriculum to facilitate smoke-free messages and access to services that support young people to stop smoking.

Rationale for Health Promotion Priority Issues Intervention Areas

Health Promotion endeavoured to take a 'whole of community' approach in the selection of interventions and partnered with key stakeholders to plan and develop objectives. The majority of the objectives are clearly strategic and aim to build capacity within stakeholder organisations and into the community. In general, the objectives provide for the involvement of people in the local community to participate in the planning and development of interventions. Health Promotion has linked into women's, children, family and youth community networks to ensure CAH is positioned to effectively target our interventions in partnership with the local community and organisations.

Reflection on the Priority Setting Process

Sufficient time was allocated by CAH to the key action areas of the priority setting process. Demographic profiling was greatly enabled by the LGA Profile developed by G21. Regional, state and partner priority areas were identified early in the process to ensure that the IHP plan linked with these areas. The Health Promotion Coordinator consulted with the Colac Otway Integrated Health Promotion working group, community networks and individual agencies in the development of the IHP and to maximise collaboration opportunities as objective areas emerged. The Women's Health Resource Worker also consulted widely and actively participated in planning for IHP with both the G21 Regional Alliance and South West PCP.

MENTAL HEALTH AND WELLBEING

Goal – Colac Area Health will collaborate with key partners and community to develop interventions that address the social and economic determinants of mental health and wellbeing

Target Group – Organisations, Mixed vulnerable (socio-economic/socially isolated) populations (women, families, children, young people) in the Colac Otway Shire

<i>OBJECTIVE</i>	<i>STRATEGIES</i>	<i>Estimated Timelines</i>	<i>CAH Staff</i>	<i>Capacity Building Activity</i>	<i>Impact Measures</i>
<p>1 To participate in the G21 Regional Alliance Integrated Health Plan</p> <p>Our partners are:</p> <ul style="list-style-type: none"> ▪ G21 Member Agencies <p>Locally these include:</p> <ul style="list-style-type: none"> ▪ Colac Otway Shire ▪ Colac Neighbourhood Renewal ▪ Otway Community Health Services ▪ Glastonbury Family Services ▪ Bethany ▪ Otway Community College 	<p>Participate in the Health and Wellbeing Pillar of G21 (Participation in the health framework for action 2009-2013)</p> <p>Enable and participate in an Integrated Health Promotion Planning approach in Colac Otway Shire</p> <ul style="list-style-type: none"> • Local collaboration and implementation of G21 Health and Wellbeing Pillar 'Creating a network of well designed, safe and healthy communities' 	<p>Year 1-3 2009-12</p>	<p>Health Promotion Coordinator</p> <p>Women's Health Resource Worker</p>	<p>Partnerships, Organisational Development Leadership,</p>	<p><i>To be determined in the course of G21 strategic planning</i></p> <p><i>By 2012 social planning and community health and wellbeing are central considerations of urban planning in Colac Otway Shire</i></p>

OBJECTIVE	STRATEGIES	Estimated Timelines	CAH Staff	Capacity Building Activity	Impact Measures
<p>2. To build resilience in vulnerable children and young people by increasing their access to programs which build protective factors</p> <p>Our partners include: Colac Otway Shire Colac Neighbourhood Renewal Colac Early Years Network CatForce Network CAH Youth Team Otway Community Health Services Local Secondary Schools Leisure Networks HeadSpace Colac Neighbourhood Houses Colac Otway Performing Arts and Cultural Centre Glastonbury Local Primary Schools Colac Specialist School</p>	<p>Link Health Promotion into local Early Years and Youth Networks</p> <p>Provide health promotion planning assistance to our local networks and partners</p> <p>Provide ongoing support to agencies and staff to increase their capacity to implement programs with the target group</p> <p>Collaborate with our partners to expand the 'Be Active Arts' program to include vulnerable families</p> <p>Provide community links for Leisure Networks to implement the 'Good Sports' alcohol program in Colac Otway</p>	<p>Years 1-3 2009-12</p>	<p>Health Promotion Coordinator</p>	<p>Capacity Building Leadership Resourcing Partnerships</p>	<p><i>By 2012 increase the number of settings and stakeholders engaged in activities or programs which increase children's and young people's protective factors</i></p>

OBJECTIVE	STRATEGIES	Estimated Timelines	CAH Staff	Capacity Building Activity	Impact Measures
<p>3. Increase social connection and access to resources to promote community safety for socio-economically disadvantaged and socially isolated people in high risk bushfire areas of Colac Otway</p> <p>Our partners include:</p> <ul style="list-style-type: none"> ▪ Country Fire Authority ▪ Colac Neighbourhood Renewal ▪ Otway Community Health Services ▪ Colac Otway Shire ▪ Gellibrand Neighbourhood House ▪ Colac Neighbourhood House ▪ Gellibrand/Kawarren Progress Association 	<p>Link CFA into Colac Otway Networks to enable community engagement in 'Community FireGuard and Bushfire Programs'</p> <p>Work with CFA to increase at risk communities access to information and resources that promote stress reducing strategies and social connection</p> <p>Work with CFA to identify capacity building measures which will increase team capacity and resource availability to ensure Community mental Health and Wellbeing is included as a key component of Fireguard Programs</p>	<p>Year 1-2 2009-11</p>	<p>Health Promotion Coordinator</p> <p>Community Services staff</p>	<p>Partnerships Consumer Participation and Leadership Resources Community Strengthening</p>	<p><i>By 2012 the CFA Fireguard program includes social and health impacts as part of their community education programs in Colac Otway</i></p>

Women's Health Resource Service Colac Otway and Corangamite - PRIORITY ISSUE: Mental Health and Wellbeing

Goal – Colac Area Health will collaborate with key partners and community to develop interventions that address the social and economic determinants of mental health and wellbeing

Target Group – Organisations, women, mixed populations (children and young people)

OBJECTIVE	STRATEGIES	Estimated Timelines	CAH Staff	Capacity Building Activity	Impact Measures
<p>1. To participate in the South-Western PCP Health and Wellbeing Forum and the Regional Alliance of Mental Health Promotion (RAMPH) for Integrated Health Promotion Planning</p> <p>Our partners are:</p> <ul style="list-style-type: none"> ▪ SW PCP Member Agencies ▪ RAMPH Member Agencies <p>Locally these include:</p> <ul style="list-style-type: none"> ▪ Corangamite Shire ▪ South West Health Care ▪ Timboon & District Health Services ▪ Terang and Mortlake Health Services ▪ Brophy Youth & Family Services ▪ Community Connections ▪ Lismore CHC ▪ Manifold Place CHC ▪ BSW RWH Service 	<ul style="list-style-type: none"> ▪ Participate in the SW PCP Health and Wellbeing Forum and RAMP Meetings ▪ Contribute to Integrated Health Promotion Planning in the Corangamite Shire 	<p>Year 1-3 2009-12</p>	<p>BSW Regional Women's Health Resource Networker Colac Otway and Corangamite</p>	<ul style="list-style-type: none"> ▪ Partnerships, Organisational Development ▪ Leadership, Organisational Development, Partnerships 	<p>To be determined in the course of SW PCP & RAMP Planning</p> <p>Linking of IHP actions to Municipal Health, Integrated Health Promotion Plans and other partnership agreements</p> <p>Evidence of community capacity building and action development for the social and economic determinants of mental health promotion</p>

OBJECTIVE	STRATEGIES	Estimated Timelines	CAH Staff	Capacity Building Activity	Impact Measures
<p>2. Deliver Gender and Diversity (G&D) Training and support the implementation of an “Equity Approach” in health, community, media and local government sectors</p> <p>Partners include: G21 H & W Pillar Members</p> <p>SW PCP Members RAMPH CAH Timboon & District Health Service Hesse Rural Health Service Otway Health & Community Services Terang & Mortlake Health Service Colac Otway and Corangamite Shires Beaufort & Skipton Health Service Otway FM Radio Colac Herald Corangamite Extra</p>	<ul style="list-style-type: none"> ▪ Identify champions in each agency and/or organisational to support the rollout of G&D Training ▪ Deliver training to partner agency staff and boards including G21 and SWPCP ▪ Advocate for training to local media and sporting clubs ▪ Investigate process for consolidating the training package through accreditation and effective evaluation eg. with Deakin University, VicHealth, DVRCV ▪ Develop a Train the Trainer program with recruitment through G21, CAH, and SW PCP ▪ Resource staff and agencies to embed an equity approach 	<p>2009-2012</p>	<p>BSWRWH Service WHRW’s</p>	<p>Partnerships, Workforce Development, Organisational Capacity Building, Leadership, Healthy Public Policy and Practice</p>	<ul style="list-style-type: none"> • Pre and Post testing • Reach : Number of agencies participating, number of workers trained • Implementation of the changes identified by staff during the G&D Training in each agency • Post-training data collection at 6 months, 12 months etc with regard to changes made to work practice as a result of G&D Training • Bank of BSW Trainers to deliver the G&D Training across sectors • Outcomes of efforts to seek accreditation and external evaluation of training

OBJECTIVE	STRATEGIES	Estimated Timelines	CAH Staff	Capacity Building Activity	Impact Measures
<p>3. Raise awareness of Gender Violence, its causes and impacts with a strong focus on prevention and gender equality</p> <p>Partners include: CAH Timboon & District health Service Hesse Rural Health Service Otway Health & Community Services Terang & Mortlake Health Services Rotary Sporting Clubs Colac Otway Shire Corangamite Shire G21 Members SW PCP Members BSW IFV Members</p>	<ul style="list-style-type: none"> ▪ <i>Contribute to & support the CAH Family Violence Prevention Working Party and initiatives</i> ▪ <i>Develop evaluation tools for measuring the impacts of awareness raising activities, and for training and the incidence of FV reporting and follow up referral</i> ▪ <i>Develop MOU's with participating agencies with regard to the collection of evaluation data</i> ▪ <i>Deliver "Recognising and Responding to FV" Training to partner agencies and staff who have agreed to collect data</i> ▪ <i>Seek champions to</i> 	<p>2009-2012</p>	<p><i>WHRW Colac Otway and Corangamite CAH Managers CAH Women's Counsellor, (WC)</i></p> <p><i>WHRW Colac Otway and Corangamite WC</i></p> <p><i>WHRW Colac Otway and Corangamite</i></p>	<p><i>Resources</i></p> <p><i>Workforce Development</i></p> <p><i>Leadership</i></p> <p><i>Partnerships</i></p> <p><i>Organisational Development</i></p> <p><i>Healthy public policy and practice</i></p>	<p><i>Evaluation of the changes to knowledge & awareness of staff participating in activities over a 3 year period</i></p> <p><i>Evaluation of changes to the incidence of FV reporting and appropriate follow up referrals over a 3 year period at CAH</i></p> <p><i>Effective Partnerships</i></p> <p><i>Pre and post training surveys</i></p> <p><i>Evaluation of changes to worker practice and attitudes over a 3 year period</i></p>

OBJECTIVE	STRATEGIES	Estimated Timelines	CAH Staff	Capacity Building Activity	Impact Measures
<p>3. Raise awareness of Gender Violence, its causes and impacts with a strong focus on prevention and gender equality</p>	<p>support Presentations to Colac Otway & Corangamite Shire Councils and Senior Management & deliver</p> <ul style="list-style-type: none"> ▪ Advocate for Local Government to develop a Family Violence Policy and integrate an awareness of gendered violence prevention into policy and planning ▪ Advocate for Council Staff and Councillors to undertake the G & D Training & deliver ▪ Advocate for Council to mandate G & D training for all voluntary Council Committees of Management to support more women to take on leadership and decision making roles 	<p>2009-2012</p>	<p>Regional Women's Health Resource Workers</p> <p>Regional Women's Health Resource Worker</p> <p>Regional Women's Health Resource Worker Manager, Family & Community Programs Team</p>		<p>Development of FV Policy New practice and protocols as a result of the policy implementation</p> <p>Delivery of G & D Training Pre-Post Surveys</p> <p>Results of advocacy work Implications from the FV Policy and impacts on other Council policy eg. bullying and harassment</p>

OBJECTIVE	STRATEGIES	Estimated Timelines	CAH Staff	Capacity Building Activity	Impact Measures
<p>4.(Carbon Dreaming Project)</p> <p>To increase access to social connection, skills development, participation and leadership for women living in the Colac Otway and Corangamite Shires</p> <p>Our partners Colac Otway Shire Corangamite Shire SW Climate Change Forum BSW – Women Drought and CC Reference group, DPCP, Monash University – (GLASS) Gender, Leadership and Social Sustainability Dept (UN Report on Women & Climate Change); Deakin University Women from the following target groups: - Low-socio economic Social/geographically isolated Women with disabilities, including mental health issues Women who have experienced violence Same sex attracted Aboriginal women Women from CALD backgrounds</p>	<p>Support Colac Otway Shire to conduct community forums around Climate Change initiatives such as peak oil and transition towns & SDOH</p> <p>Establish focus groups with women around solution generation of the issues identified</p> <p>Interview women about their experience of CC and its impacts on mental health & wellbeing for themselves, their families and community.</p> <p>Use the material from the above interviews to inform the development of an original script for performance</p> <p>Facilitate arts w/s for women throughout Colac Otway and Corangamite Shires to build skills in community cultural development & the performing arts</p>	2010-2011	WHRW CO/C	<p>Partnerships</p> <p>Resources</p> <p>Supportive settings and Environments</p> <p>Community action for social and environment change</p> <p>Health education and skill development</p> <p>Social marketing</p> <p>Reorient Health Services</p>	<p>Number of Initiatives developed as a result of the forums</p> <p>Number of initiatives developed with women leading change</p> <p>Sustainability of groups established</p> <p>Numbers of women involved in project.</p> <p>Women’s input strongly reflected in the ‘Carbon Dreaming’ Performance Script</p> <p>Increase in participants’ skills, social connectedness, access to services and leadership opportunities</p> <p>Pre-post surveys</p> <p>Anecdotal and other feedback</p>

OBJECTIVE	STRATEGIES	Estimated Timelines	CAH Staff	Capacity Building Activity	Impact Measures
<p>5. (Carbon Dreaming Project) To develop and create a new musical-theatre work that explores the mental health impacts of climate change and the skills and resilience needed to address these issues.</p> <p>Our partners: - Regional Arts Victoria; Arts Victoria; Australia Council; VicHealth Foundation William Buckland Foundation; Colac Otway Shire, Corangamite Shire SW Climate Change Forum, BSW – Women Drought and CC Reference group;; DPCP; Monash University – (GLASS) Gender, Leadership and Social Sustainability; Deakin University Women from the following target groups: - Low-socio economic Social/geographically isolated Women with disabilities, including</p>	<p>Identify partnerships with other agencies and groups and form a project steering committee</p> <p>Scope the project and develop a project implementation plan</p> <p>Apply for and source project funding</p> <p>Engage a professional artistic team</p> <p>Establish mentor and leadership programs within the project</p> <p>Develop an original script & score</p> <p>Establish creative working teams, select women to lead and or to be mentored</p> <p>Conduct a 10 week rehearsal period with a strong focus on ensemble skills</p>	<p>2010-</p> <p>2011-2012</p>	<p>WHRW CO/C</p>	<p>Partnerships</p> <p>Resources</p> <p>Supportive settings and Environments</p> <p>Community action for social and environment change</p> <p>Health education and skill development</p> <p>Social marketing</p> <p>Reorient Health Services</p>	<p>Establishment of Project Steering Committee & development of MOU</p> <p>Secured funding to proceed with project</p> <p>Selection & recruitment of high quality professional artists and arts workers</p> <p>Mentorship and PD opportunities</p> <p>Completion of high quality and relevant script for performance</p> <p>Participants voting with their feet and making on-going commitment to the project for the 4 months of rehearsals, performances and evaluation</p>

<p>5. (Carbon Dreaming Project) To develop and create a new musical-theatre work that explores the mental health impacts of climate change and the skills and resilience needed to address these issues.</p> <p>Partners (Cont)</p> <p>mental health issues Women who have experienced violence Same sex attracted Aboriginal women Women from CALD backgrounds</p>	<p><i>Prepare a teacher resource kit for schools attending the performances</i></p> <p><i>Establish a publicity campaign to promote the performances and the content of the show</i></p> <p><i>Deliver a season of performances at COPACC</i></p> <p><i>Debrief and evaluate the project with participants</i></p> <p><i>Link participants to Transition Towns and/or where to from here</i></p> <p><i>Prepare a project evaluation and disseminate findings</i></p>				<p><i>HP Tool for use in school around Mental Health impacts of CC and how to build resilience</i></p> <p><i>Media coverage of HP messages</i></p> <p><i>8 public performances delivering HP message</i> <i>Audience numbers attending performances</i></p> <p><i>Verbal and Written testimonials</i></p> <p><i>Participant uptake & involvement in other activities.</i></p> <p><i>Post survey 6 & 12 months on improvements in mental health and social connection and other outcomes related to project</i></p> <p><i>Pre-post participant evaluations</i> <i>Audience surveys</i></p> <p><i>Evaluation report including participant feedback</i> <i>Project Outcomes and Findings are distributed</i></p>
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Flexible Component

The flexible component of the Women's Health Resource Worker role may include:

- Professional development opportunities, such as presenting at Conferences and symposiums and/or public events
- Attendance at Women's Health Association of Victoria's monthly meeting and health promotion planning days
- Supporting Wholewoman grant applicants
- Providing editorial material and direction for Wholewoman publications and the annual calendar
- Resourcing community women or community groups with specific requests for health or service information or funding options
- Responding to national, statewide or local policy and planning initiatives from a women's health promotion perspective.
- Advocacy on specific issues that impact on women's health
- Researching latest evidence and best practice around women's health promotion issues
- Maintaining contact with VicHealth, DVRCV and other peak agencies in relation to training for footy/netball clubs and violence prevention initiatives

NUTRITION

Goal – To build community capacity for actions that support the community to access food which is nutritious, affordable and secure

Target Group – Children and vulnerable community members in the Colac Otway Shire

OBJECTIVE	STRATEGIES	Estimated Timelines	CAH Staff	Capacity Building Activity	Impact Measures
<p>2 To continue the implementation of community-based Nutrition Health Promotion Programs in Colac Otway Shire</p> <p>Our partners:</p> <ul style="list-style-type: none"> ▪ Colac Otway Kindergartens and Preschools ▪ Colac Otway Primary Schools ▪ Colac Otway Shire ▪ Otway Health and Community Services ▪ Corangamite Shire ▪ Maternal & Child Health Nurses ▪ Otway Division of GP's ▪ Dental Health Services Victoria ▪ Kids – Go For Your Life ▪ Local community Groups ▪ G21 Regional Alliance ▪ Glastonbury Family Services ▪ Colac Neighbourhood House 	<p>Support primary schools in the 'G4YL Program'</p> <p>Partner with OCHS and CS in the 'SAM Oral Health Promotion Program'</p> <p>Conduct and evaluate a Peer Education: 'Healthy Happy Families' with Glastonbury</p> <p>Participate in the Colac Early Years Network</p> <p>Engage partners to explore the need to include Food Security and identify a lead agency in the Municipal Health Plan</p>	<p>Year 1-3 2009-12</p>	<p>Health Promotion Dietitian</p> <p>Health Promotion Coordinator</p>	<p>Leadership, Organisational Development Partnerships, Resources Workforce Development</p>	<p><i>By 2012 local preschools and primary schools will participate in state government recognised nutrition and physical activity frameworks</i></p>