

HEALTHY & WELL SOUTH WEST

BACKGROUND

A community needs assessment conducted in 2012 identified that children and adults across the south west region of Victoria had poor dietary intakes and physical activity practices within the key settings of; early year's services, schools, workplaces and community spaces. In response, South West Primary Care Partnership (SW PCP) partners formed place-based working groups and agreed on key risk and protective factors to inform the selection of mutually agreed evidence-based strategies. Partners focused their efforts on enabling children and adults in key settings to:

- Choose water over sweet drinks;
- Meet the recommended physical activity guidelines for their age;
- Access affordable fruit and vegetable options and;
- Access supportive environments for breastfeeding & good oral health.

PARTNERS



METHOD

A whole of community approach was implemented across three Local Government Area's to build the capacity of community champions in key settings of; early years, schools, workplaces and community spaces.

Partner agencies achieved the project objectives by skilling up settings-based champions to deliver evidence-based strategies sustainably. A range of strategies were used, including; social marketing of key messages, delivering education, assessment of catering and canteen menu's, creating healthy policies, incentivising and promoting strategy uptake. Initiatives included Walk to School, Active April, Lunch Box Blitz, Park Run, Smiles 4 Miles (S4M), Achievement Program (AP), H30, Stephanie's Kitchen Garden, Heart Moves, Live Well, Move Well, Breastfeeding Welcome Here, Walking Track Development. In many of the strategies, partners engaged community using rich picture system mapping to identify strategies they wanted delivered.

SW PCP's role provided vital support over the course of this project, including:

- partnership brokerage, support between partners, setting champions, and external service providers;
- administration, reporting progress, action planning and shared indicator development;
- collation of partner activity, advocacy for resources, training in systems thinking, policy development, and forums to share, review and extend practice and reach between partners.

OUTCOMES

- Delivery of over a 1000 actions in creating supportive environments and improved population health outcomes in healthy eating and active living over many years of concentrated support and effort by partners
- Interventions are currently reaching 25,000 people, and have engaged;
 - 90% of Kindergartens (73/81)
 - 68% of primary schools (30/44)
- 30% have already achieved AP benchmarks and S4M accreditation.
- Between 2015 and 2017 there has been a reduction in the prevalence of childhood overweight and obesity in two of the three local government areas
- Self-reported improvements in drinking more water, reduction in sweet drinks consumption, increased fruit intake, and uptake of active transport.