

2018 - 2019

# PREVENTION REPORT



**AUGUST 2019**

THIS REPORT HAS BEEN PREPARED BY CAMPASPE PRIMARY CARE PARTNERSHIP, ECHUCA REGIONAL HEALTH AND KYABRAM DISTRICT HEALTH SERVICE.

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# ABOUT THE CAMPASPE INTEGRATED PREVENTION/HEALTH PROMOTION PLAN



## ABOUT OUR REPORT

This report outlines the achievements of Campaspe PCP organisations and their contribution to year two of the Integrated Health Promotion Plan 2017-2021.

The key prevention work in Campaspe includes

1. Prevention of violence against women through Gender Equity &
2. Healthy Eating Active Living.

These two priority areas align with the Campaspe Primary Care Partnership Strategic Plan, the Campaspe Shire Council Municipal Public Health and Wellbeing Plan, Healthier Campaspe Implementation Plan (Healthy Eating Active Living), and the Campaspe Family Violence Action Group strategic plan (Gender Equity) - all of which align to the Victorian Public Health and Wellbeing Plan 2015-2019 priority areas.

Implementation in 2018-19 has continued with a co-design methodology. Year one of the plan (2017-18) involved deep dive research with community members; Year two of the plan has involved prototyping and trial of strategies developed from the 2017-18 research.

# PREVENTION OF VIOLENCE AGAINST WOMEN THROUGH GENDER EQUITY

## GENDER EQUITY CO-DESIGN

### Gender Equity in Campaspe Co-Design Project 2018

1:3 women have experienced physical violence. **Gender Inequality** is the key driver of violence against women.

The Campaspe Primary Care Partnership Integrated Health Promotion team conducted research with community members to understand their lived experiences of gender equality and inequality, their **beliefs, values** and **attitudes** and their hopes for a more equitable society in Campaspe.

A **co-design** approach was taken involving in depth interviews and workshops with 17 diverse community members resulting in the development of strategies to address gender inequality that are feasible, appropriate and acceptable to community.

**The deep dive research questions included:** Decision making, leadership, family roles and responsibilities, school, workplace, sporting and social culture, speaking up about inequality and physical places and spaces.

Strong themes emerged from the many insights collected telling us that:



Strategies developed from the research will be refined and implemented over the next three years through the 2017-2021 Integrated Health Promotion Plan and Campaspe Family Violence Action Group including:

**1** Supporting people in the workplace to utilise policies and entitlements enabling men and women to balance their career and home life through an integrated program of workplace auditing and education.

**2** Gender equity and bystander training to role models and people of influence enabling alignment with and endorsement of young people's views.

**3** Delivery of a social marketing and communications strategy specifically for Campaspe to support people to call out gender inequality in a confident and unified way.



[Campaspe PCP 2017-21 Integrated Health Promotion Plan](#)

This project commenced in 2017. The infographic illustrates the process that has been undertaken to identify the gender equity strategies that commenced implementation in 2019.

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## STRATEGY 1:

**Supporting people in the workplace to utilise policies and entitlements enabling men and women to balance their career and home life through an integrated program of workplace auditing & education**

### RESULTS

- Echuca Regional Health (ERH) have committed to workplace auditing and development of an action plan utilising the workplace equality & respect resources of Our WATCH.
- Campaspe Shire Council (Council) are committed to workplace equality and respect and have entered their second White Ribbon accreditation phase.
- Council are active members of the Campaspe Family Violence Action Group Prevention (CFVAG) working group and have undertaken GE & Bystander workforce development with councillors and staff
- Our WATCH work place auditing tools have been promoted through the CFVAG working groups & at equality & respect training across Campaspe.

## STRATEGY 2:

**Gender equity and bystander training to role models and people of influence enabling alignment with and endorsement of young people's views**

### RESULTS

- Gender equity and bystander training was re-badged as "promoting equality and respect training" to be more explanatory of its content & of interest to potential participants.
- A calendar of "promoting equality & respect" training was developed & delivered for Campaspe health and community service organisations. Training also supported the Strengthening Hospital's Response to Family Violence health service training.
- Health Promotion staff in Campaspe are to become trained equality and respect trainers, to enable whole of community capacity building with a focus on sporting clubs and young people of influence. It also supports the Respectful Relationships program in schools and kindergartens.

## INSIGHTS/LEARNINGS

- Best practice audit tools have been reviewed by working group members. The tools that have recently been launched by Our WATCH will be utilised and promoted to organisations.
- This strategy requires leadership at every level, can be delivered at scale across multiple organisations who can learn from the experiences of Council & ERH and have a transparent line of sight from state policy through to local level implementation.
- Gaining commitment from organisations to implement change management is a lengthy process.
- Training from specialist organisations has not been readily accessible.
- Despite widespread promotion of training it is difficult to engage people of influence within some workplaces eg HR Managers and other managers
- This strategy is aligned with a variety of state policies, providing a whole of community, whole system approach.

# STRATEGY 3:

## Delivery of a social marketing & communications strategy specifically for Campaspe to support people to call out gender inequality in a confident & unified way

### RESULTS

- The Campaspe Family Violence Action Group (CFVAG) Prevention working group developed a communications strategy that links with national campaigns and provides organisations with tools to provide support to community members participating on social media. This includes assisting organisations to deal with negative responses.
- A partnership approach to the '16 days of activism against gendered violence' campaign in 2018, using 'Portraits of Respect' resulted in a social media reach of 65,426, engagement of 3,796 people, post likes of 2,52,489 shares and 30 comments.
- Planning for a 16 days of activism campaign challenging rigid occupational gender stereotypes has commenced for 2019.

## #HASHTAG FOR CHANGE

A #hashtag for change campaign has commenced in 2019. These hashtags (developed through co-design) have been promoted to organisations for their social media, fleet car bumper stickers and other communications. Their usage is being monitored by the CFVAG prevention working group.



## SCHOLARSHIP FOR WOMEN IN NON-TRADITIONAL JOBS

A partnership approach to the planning and delivery of an International Women's Day event in 2019 has resulted in an inaugural young women's scholarship being established in Campaspe to celebrate and assist young women in non traditional female employment, and promote gender equality.

Four scholarships to the total value of \$ 3,300 were awarded. Gender equity work has relied on a partnership approach between Campaspe PCP members and CFVAG members and the efforts of the CFVAG group who has a broad membership and importantly now (during 2019) includes schools and the Campaspe Cohuna LLEN.

## INSIGHTS/LEARNINGS

- Positive messages about gender equality are received favorably by the community. Consistent application of localised messages is an effective mechanism to raise awareness.
- Use of social media is an effective way to apply messages consistently and use of local faces and personalities aid the reach of the activity.
- Small grant funding eg for 16 days of activism, supports implementation of strategies
- This strategy particularly reflects utilisation of a culture of action, reflection & experimentation and use of mutually reinforcing activities.





# EMERGING STRATEGIES

## GENDER EQUITY IN THE EARLY YEARS

### CAMPASPE SHIRE COUNCIL - ACCESS & INCLUSION PLAN

#### RESULTS

##### Gender Equity in the Early Years

A key achievement in 2019 has been the development of a Prevention of Family Violence Plan for the early years services in Campaspe. The plan has been integrated into the Campaspe PCP Integrated Health Promotion Plan (2017-2021) and aligns with the Municipal Early Years Plan. Progress on the plan is reported at the Campaspe Early Years network which includes a diverse range of service providers. During 2019, three Campaspe long day care centres have commenced. Participation in a trial project working towards implementation of the "Darebin Gender Equity In the Early Years resource for Local Government". Progress at the trial sites have included:

- Staff and service audits
- Development & display of posters promoting respectful relationships & equity for all children (using local children)
- Purchase of books & equipment using a gender equity lens- these books are also available in Maternal & Child Health Nurse waiting rooms
- Purchase & utilisation of the Rainbow Fox resource
- Commencement of the Early Years Respectful Relationships program at one trial site
- Gender equity & bystander training for managers and staff
- Curriculum review using a gender equity lens
- Policy review and development at trial sites is supporting this work

##### Council Access & Inclusion Plan

Campaspe Shire Council have reviewed their Access & Inclusion plan and have included women as a priority group for the first time in the new 2019-2023. This is a significant step as it recognises and strengthens gender equity as a priority in Campaspe.

## INSIGHTS/LEARNINGS

- Dissemination of learnings from other key projects (outside the region) has provided local implementation opportunities
- Integration of priorities via partnership connections has provided the authorising environment to progress this work
- These strategies demonstrate a mutually reinforcing approach & reflects a culture of action, reflection and experimentation. This work is prevention at scale with a consistent approach across the early years sector in Campaspe

# HEALTHY EATING ACTIVE LIVING

## CO-DESIGN THEMES AND STRATEGIES

### Healthier Eating & Active Living in Campaspe Co-design Project 2018-2019

Campaspe residents experience high prevalence of preventable chronic disease and have increasing rates of overweight and obesity.

A **co design approach** was taken by the Campaspe PCP Integrated Health Promotion team to test assumptions about healthy eating and active living and identify the barriers and enablers to a healthy lifestyle, and what influences decision making.

**Surveys, interviews and workshops** were conducted with people across life ages and stages and included many community voices from people who spent time at home, in workplaces, schools, social and sporting settings, public spaces and facilities. In all we heard from 135 people.

**Local health data** was reviewed and the objectives of the Healthier Campaspe Implementation Plan and the activities of the Obesity and Diabetes working groups were referenced throughout the co-design process.

**Strong themes emerged from the many insights collected in the local research, telling us that:**



This led to the development of strategies within the 2017-2021 Campaspe Primary Care Partnership Integrated Health Promotion Plan, aligning with the Healthier Campaspe Implementation Plan:

#### Strategy 1

Supporting people at times of high motivation (particularly those with young families) to have a healthy lifestyle through:

- Pop up play sessions for parents and preschool aged children
- Pop up play sessions for school aged children and parents
- Increasing public use of sporting grounds, courts and stadiums
- Increasing accessibility and use of public spaces and infrastructure.

#### Strategy 2

Supporting people who are not intrinsically motivated to make the healthy choice through:

- Implementation of the Achievement Program and Healthy Choices in workplaces, schools and early childhood settings, with the local health services modelling and supporting implementation
- Promoting and supporting active transport strategies and initiatives such as Walk to School Programs across Campaspe.



[Campaspe PCP 2017-21 Integrated Health Promotion Plan](#)



Co-design research in 2017-18 for Healthy Eating Active Living has been used to inform strategies implemented in the 2018-19 period.

# STRATEGY 1:

## Achievement Program (AP) and Healthy Choices implementation

### RESULTS

- Three health services (Echuca Regional Health, Kyabram District Health Service, Rochester & Elmore District Health Service) have recently achieved AP benchmarks. Community Living & Respite Services have also achieved a benchmark and Njernda Aboriginal Health Service has registered for the Achievement Program and is close to being able to submit for all benchmarks.
- Three health services (Echuca Regional Health, Kyabram District Health Service, Rochester & Elmore District Health Service) have removed the sale of sugar sweetened beverages & have progressed discussions with healthy vending suppliers to explore options for vending machines that comply with healthy food & drink guidelines.
- Two new organisations have registered for the AP (Cadell & Vivid) & they are actively gathering data for baseline surveys and evaluation processes.
- Five new schools have registered with the AP in this period. Three schools are actively working on the program with 1 school recognised for achieving benchmarks for both Healthy Eating & Oral Health as well as Physical Activity & Movement.
- Efforts are being made to encourage & support organisations who have registered with the AP, but have not been actively working towards achievement of benchmarks.
- REDHS established and endorsed a Healthy Eating Policy in February 2019 to support compliance with the Healthy Choices guidelines & have aligned & met Healthy choices within their onsite cafe and for internal catering. A Healthy Eating Action Plan July 2019- February 2020 has been endorsed to support Healthy Choices compliance for fundraising, sponsorship, prizes, gifts and giveaways and achievement of the Healthy Eating benchmark
- KDHS have surveyed staff finding that staff preferences support having healthy morning/afternoon teas as well as healthy vending options. Tracking of café sales has indicated the majority of food sold at the café is from the 'green' category.
- KDHS healthy eating policy has been developed & is currently under review by senior management
- ERH has aligned its café choices with the healthy food & drink guidelines. Healthy eating & catering policies are under development.
- The IHP workforce have engaged with the Goulburn Valley AFL and commenced relationship development to work with the football clubs to support healthy food choices in readiness for the 2020 season.

## INSIGHTS/ LEARNINGS

- Engagement of organisations and progress can be attributed to designated workforce (local health promotion staff and AP staff) to support the organisations and the establishment of a network of AP participants (workplace champions). Meaningful engagement has required a lot of time, support and provision of resources by the local AP health promotion workforce. Local health promotion staff from ERH & REDHS have been supporting the network and sharing resources and strategies, to make implementation of the program more effective and efficient.
- Engagement with schools is challenging due to constant turnover of new staff and changes to school leadership, requiring constant re engagement.
- Engagement with the Healthy Eating Advisory Service greatly assisted REDHS implement Healthy Choices.
- These evidence based strategies are mutually reinforcing activities, have an emphasis on multi risk factor approaches and are delivered at scale that can impact on the health and well-being of large numbers of the population in the places they spend their time- ie workplaces & school.



# WALK TO SCHOOL PROGRAM

**The goal of the 2018 walk to school program was to increase the number of schools and children participating. An additional intention was for schools to continue to promote active transport to school.**

## RESULTS:

- 15 schools participated (an increase from 5 in 2017), More than 3,100 students participated, completing more than 41,500 walks.
- All 15 schools have continued with ongoing school programs that support walk to school or active transport including options for those who travel by bus.

## INSIGHTS/ LEARNINGS

- Increased participation rates in 2018 can be largely attributed to the relationships built between council community programs, recreation teams and schools through face to face contact. Schools engaged well as they were also given the opportunity to participate in Council's Active Transport Strategy consultation.
- Council support to the schools was also an important factor in engagement and participation. Council not only offered support but prizes, breakfasts and other incentives needed to better their schools position in Walking to School. Rochester & Elmore District Health Service also supported Walk to School in their local area.
- Sustainability for schools to address this beyond walk to school campaign is a challenge for rural schools in particular with the large number of children at a number of these schools arriving by bus. A number of schools who had the majority of their students arriving by bus would not participate in the Walk to School initiative at all.
- Walk to school demonstrates prevention at scale using mutually reinforcing activities across Campaspe to achieve more children, more active, more often.



## STRATEGY 2:

### Supporting people who aren't intrinsically motivated to be more active through activating infrastructure and delivering programs

Strategies that were to be implemented in 2018/19 included:

- Pop up play sessions for parents and preschool aged children to be active together
- Pop up play sessions for school aged children and parents after school
- Commencement of scoping for an Active After School program
- Promoting the use of public sporting facilities (mapping in 2018/19)

#### RESULTS

- A physical activity play resource has been developed for use by Supported Playgroups in Campaspe (yet to be implemented)
- Pop up play sessions prototype developed (not yet trialled)
- Come & try school holiday program implemented in Campaspe in 2019 (results not yet available - Campaspe Shire Council)

#### LEARNING:

- Progression on this area of work has been put on hold due to Healthy Heart of Victoria commencing and the potential to align strategies enabling implementation.



## SMILES4MILES

S4M is embedded within the Integrated Health Promotion (IHP) Plan with the goal for 2018-19 to increase the number of participating services from 15 to 18 and all services be supported to reapply for their award status when applicable.

#### RESULTS:

- Echuca Regional Health currently supports 19 services to implement S4M
- 3 additional services have joined the program in 2018-19
- In partnership with ERH dental clinic the health promotion team has initiated outreach dental screening in S4M pre-schools

## INSIGHTS/ LEARNINGS

- Changes to policy requirements & early year cluster processes has delayed re-awarding Smiles4Miles for some services
- Participation by ERH staff in Campaspe Aboriginal Best Start partnership and fortnightly oral health education/story time sessions has been crucial to maintaining relationships with Berrimba Aboriginal Child Care Centre and ensuring their engagement in the program
- Participation in DHSV Smiles4Miles statewide reference group and peer support meetings (Central Western region) has assisted IHP staff with future directions and implementation of program
- The S4M program focuses on equity and prevention at scale across Campaspe using mutually reinforcing activities to achieve the greatest outcomes.

# HEALTHY HEART OF VICTORIA

The HHV project will provide a mechanism for the implementation of strategies identified through the local co-design as opportunities arise.

## RESULTS:

The local project control group for HHV was formed and the first project to be delivered is Activating Crossenvale in Echuca.

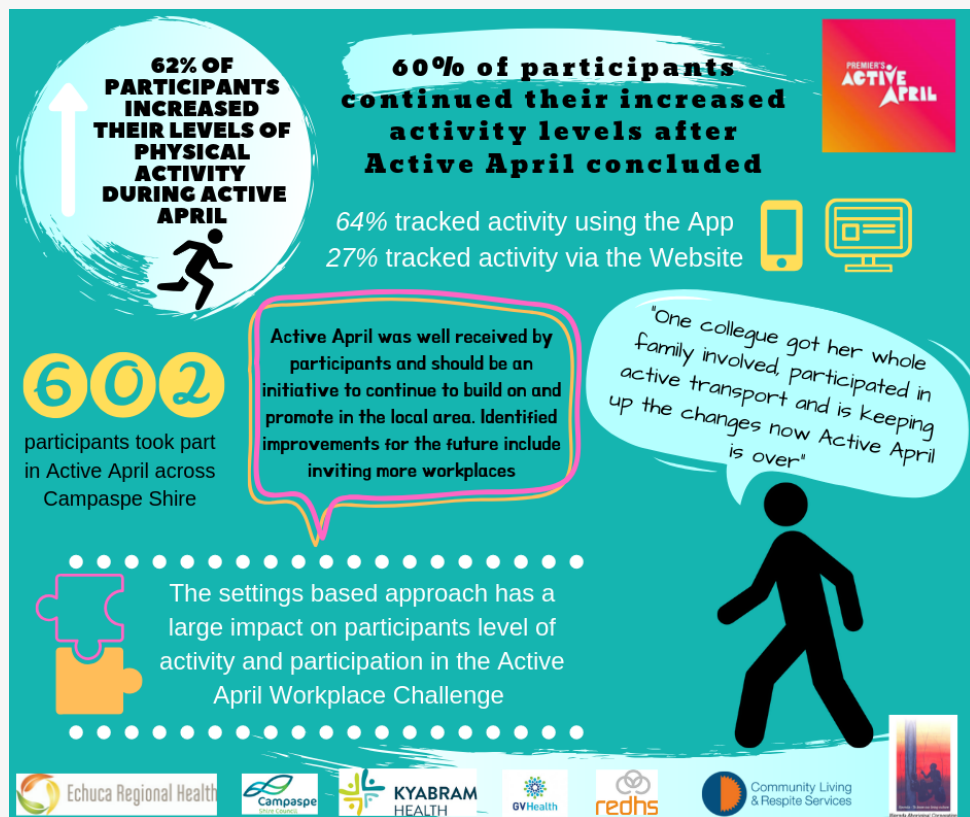
Recruitment for the Aboriginal Swim Instructor cadet program has also commenced.

Insights and strategies from our local co-design are being raised for consideration in the development of the HHV projects in Campaspe include:

- Making water the easy choice by increasing the number of water fountains across the Shire & utilise other project partners eg. Coliban Water & Goulburn Valley Water, to increase access to water in public spaces - not just along walking tracks
- Water signage to promote safe consumption of tap water in public places
- Inclusion of health in all policies to particularly support people who are not intrinsically motivated to make healthy decisions
- Providing opportunities for children & adults to be active together

## ACTIVE APRIL

A settings based approach to increasing activity in 7 workplaces across Campaspe



## INSIGHTS/ LEARNINGS

### Healthy Heart of Victoria

- The HHV project is focused on taking action, experimentation and reflection through a partnership approach **Active April**
- The workplace settings based approach is a significant enabler to people's participation in Active April.
- The Active April workplace challenge enabled many to become active and remain active after completion of the competition.
- This strategy is a prevention at scale activity, engaging multiple organisations across Campaspe through the Healthier Campaspe platform, and has been supported by leadership at every level.