

Project description

To create and test communications material to engage meaningfully with one at-risk group about a selected climate change impact and adaptation options. The focus area/s will be in Melbourne's South East.

Project summary

Enliven Victoria will partner with Jesuit Social Services, Victorian Council of Social Services and Northern Alliance for Greenhouse Action to create a culturally responsive, accessible resource to reduce and prevent the negative impacts of climate change (specifically heat) upon human health among culturally diverse communities in Melbourne's South East, specifically newly arrived families. Target audience includes families with children aged 5-8 years who are newly arrived to Australia (<5 years) with low understanding of Australian climate and heat-related health issues.

The project will involve a co-design workshop with young people to develop content and design. Possible formats may include: story book (approx. 12-16 pages), storyboard, poster, flyer, calendar. The project team will then engage with a graphic designer/illustrator to create the resource embedding key messages into imagery and text using plain language principles. The resource will be available in both hard copy and online formats and utilised in settings such as primary schools, libraries, and neighbourhood houses.

Project partners:

- Enliven Victoria
- Jesuit Social Services
- Victorian Council of Social Services
- Northern Alliance for Greenhouse Action

Rationale:

- Melbourne's South East region is identified as a high-risk area for people affected by heat wave conditions and are likely to develop heat-related illness.
- The risk of heat stress can be higher for young children, as they get hotter faster than adults and their bodies are less able to regulate temperature.
- The South East is home to a diverse range of cultures and ethnicities (City of Greater Dandenong has the highest number of language groups (160+) spoken in Australia), thus culturally responsive and innovative strategies to communicate the health risks

of climate change is a priority.

What change do you expect to see from this project?

Intended project outcomes:

Short term

- Increase recall, knowledge, awareness and understanding of heat related health impacts and adaptation strategies.
- Increased access to culturally sensitive and appropriate climate change resources.

Medium term

- Attitudinal changes in regard to climate change adaptation and mitigation.
- Increased preparedness to extreme heat-related weather events
- Increase climate change resilience of vulnerable communities

Long term

- Increased levels of behaviour change that reduce impacts of climate change.
- Decrease in prevalence of heat-related health issues among culturally diverse communities.

An evaluation framework will be developed by enliven's health promotion team.

Key project milestones

- Project inception: July 2021
- Recruit graphic designer/illustrator: July 2021
- Plan co-design workshop: July 2021
- Co-design workshop: August 2021
- Content (draft): September 2021
- Content (final): October 2021
- Dissemination of content: November 2021

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Environment,
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