



INTEGRATED HEALTH PROMOTION PLAN

Colac Area Health

2017-2021

Introduction

Colac Area Health is committed to reducing health inequalities in the Colac Otway Shire.

The Integrated Health Promotion Plan 2017-2021 has been developed in partnership with the Colac Otway Shire and other regional partners.

A number of health and wellbeing issues have been determined as shared priorities of integrated health promotion funded agencies in the G21 region. Whilst Colac Area Health has developed a separate plan for these priorities, contributions will be made to these regional action plans and a similar collective impact approach will be taken in the implementation of this plan.

Our Priority Areas

Colac Area Health's Integrated Health Promotion Plan 2017-2021 outlines three key priority areas:

- Healthier Eating and Active Living
- Tobacco Free Living
- Preventing Violence Against Women

Our Partners

Colac Area Health will work directly with local, regional and state partners to implement the Integrated Health Promotion Plan 2017-2021. A number of key partners have been identified:

- Colac Otway Shire
- G21 Regional Alliance
- Deakin University
- Barwon Health
- Bellarine Community Health
- Dental Health Services Victoria
- Victorian Network of Smoke Free Healthcare Services

Alignment

Colac Area Health's Integrated Health Promotion Plan aligns to the Victorian Public Health and Wellbeing Plan's (2015-19) priority issues of Healthier Eating and Active Living, Tobacco Free Living and Preventing Violence and Injury. At a local level this plan aligns closely with a number of health and wellbeing plans:



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Colac Otway Shire Municipal Public Health and Wellbeing Plan 2017-2021

Colac Otway Shire's Municipal Public Health and Wellbeing Plan 2017-2021 aims to achieve better health and wellbeing outcomes for the whole community by supporting local people within the COS to stay active and connected to their friends, family and community.

Colac Otway Shire works in partnership with DHHS, G21, Colac Area Health and other partners to undertake health initiatives, projects and programs to accomplish better outcomes for the community.

In the development of this plan, COS undertook a series of workshops (January 2017 – February 2017) with local health professionals and the community to gain a clear understanding of the health and wellbeing issues locally, and within partner agencies including Colac Area Health. At the stakeholder workshops, local agencies identified a number of health and wellbeing issues for action to meet the needs of the community and align with regional and state health and wellbeing plans.

From the health and wellbeing priorities identified at the workshops, nine key priorities have been identified in the COS Municipal Public Health and Wellbeing Plan 2017-2021. Colac Area Health has selected three of these health and wellbeing priorities to align with for action in the Integrated Health Promotion Plan 2017-2021. These priorities are: Healthy Eating and Active Living, Family Violence and Reduce harm from alcohol, tobacco and other drugs.

As a key partner, CAH will work in partnership with COS and other relevant stakeholders to achieve the objectives of these selected priority areas as set out in the COS Municipal Health and Wellbeing Plan and CAH Integrated Health Promotion Plan 2017-2021.

G21 Health and Wellbeing Regional Action Plan 2017-2018: Healthier Eating and Active Living

G21 and the Department of Health and Human Services (DHHS) held two Prevention Workshops (September 2016 - November 2016) with staff from DHHS prevention funded agencies to align health and wellbeing action between organisations across the G21 region and with the Victorian Public Health and Wellbeing Plan 2015-2019.

Representatives at these workshops agreed to work together, collectively to achieve measurable health and wellbeing outcomes within the community on the joint priority area of: Healthier Eating and Active Living.



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Further workshops were held (January 2017 - October 2017) with partner agencies to develop the regional action plan to achieve Healthier Eating and Active Living across the G21 region. Whilst Colac Area Health was involved in the development of this action plan and remains a key partner on this plan, a separate Healthier Eating and Active Living plan has been developed for COS to incorporate existing work being completed with Deakin University to *Prevent Childhood Obesity across the Great South Coast*.

Preventing Childhood Obesity in the Great South Coast

Deakin University, together with 26 partner agencies from across the Great South Coast (GSC) were successful in receiving an NHMRC grant *Whole of Systems Trial of Prevention Strategies for childhood obesity: WHO STOPS childhood obesity*. The goals of this grant are to: 1) strengthen community action for childhood obesity prevention, and 2) measure the impacts of increased action on risk factors for childhood obesity.

Preliminary discussions commenced between Global Obesity Centre, Deakin University (GLOBE) and a group of identified Colac leaders in September 2016, with the agreement that a systems approach to childhood obesity was worthwhile pursuing and supporting for the Colac Otway region.

Following the completion of the formal Group Model Building (GMB) process (November 2016 – September 2017), Colac Otway community members identified and are leading many actions relating to Healthy Eating and Active Living with support and strategic direction from the Colac Leadership Group (including CAH and COS). These actions whilst led by the community, also link to the G21 Regional Action Plan for Healthier Eating and Active Living 2017-2021.

Abbreviations:

BH: Barwon Health	G21: G21 Health & Wellbeing Pillar
BCH: Bellarine Community Health	PVAW: Prevention of Violence Against Women
CAH: Colac Area Health	GNTHS: Global Network for Tobacco Free Health Services
COS: Colac Otway Shire	WHWBSW: Women's Health and Wellbeing Barwon South West



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Action Plan 2017-2018

PRIORITY: Healthier Eating and Active Living

Goal	Objective	Key Actions	Who?	How will we know we've made progress?	By when?
1.1 Reduce the prevalence of overweight and obesity within the Colac Otway Shire.	1.1.1 Implement a "Whole of Systems Trial of Prevention Strategies for childhood obesity: WHO STOPS childhood obesity".	i. Support the development of a backbone group to provide leadership and strategic direction to strengthen community action for obesity prevention.	Lead: CAH Other: Deakin, COS, CSC, TCC.	Backbone Support Group is developed.	January 2018



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<p>COS MPHWP Goal: <i>Healthy Eating and Active Living</i></p>	<p>COS MPHWP Objective: <i>Increase levels of healthier eating and active living amongst boys and girls through the community based Obesity project.</i></p>	<p>ii. Support the development of community working groups and activate groups to implement community driven actions for obesity prevention</p>	<p>Lead: CAH Other: Deakin, COS</p>	<p>Working groups are developed. Working groups are implementing actions in the community on key themes: Healthy eating in education settings, access to fresh food, food environments, retail/markets, unstructured physical activity, structured physical activity, physical activity in schools, infrastructure, social support, strategic action and whole of community support and activity.</p>	<p>Ongoing</p>
		<p>iii. Support the measurement of the impacts of increased action on risk factors for childhood obesity.</p>	<p>Lead: Deakin, CAH Other: Primary Schools</p>	<p>Data collection completed and results disseminated to partners.</p>	<p>Term 2 2019</p>



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PRIORITY: Tobacco Free Living

Goal	Objective	Key Actions	Who?	How will we know we've made progress?	By when?
2.1 Reduce the prevalence of smoking within the Colac Otway Shire. COS MPHWP Goal: <i>Reduced harm from alcohol, tobacco and other drugs.</i>	2.1.1 Maintain Gold membership requirements of the Global Network for Tobacco Free Healthcare Services (GNTHS). COS MPHWP Objective: <i>Commitment to supporting people to quit smoking and live tobacco free.</i>	i. Provide specialist knowledge and understanding to maintain a smoke free environment within CAH.	Lead: CAH Other: VNSHS	GNTHS Gold membership is maintained.	Ongoing
		ii. Provide specialist knowledge and understanding to implement a smoke free environment within the COS civic precinct.	Lead: COS Other: CAH	Number of Smoke Free policies developed.	Ongoing



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		iii. Provide specialist knowledge and understanding about smoke free environments to support local businesses and organisations to implement legislative tobacco requirements as changes arise.	Lead: Local businesses and organisations Other: COS, CAH	Legislative requirements are implemented.	Ongoing
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PRIORITY: Prevention of Violence against Women and Children *(joint action plan between Barwon Health, Bellarine Community Health and Colac Area Health)*

Goal	Objective	Key Actions	Who?	How will we know we've made progress?	By when?
1.1 Strengthening Leadership	1.1.1 Strengthen partnerships between health services and WHWBSW.	i. Engage with key leaders on joint G21 PVAW action plan	BH, BCH, CAH, G21, WHWBSW	Process: Number of Number of leaders engaged Number of leaders attending PVAW training Impact: Partnership level (using VicHealth Partnership Tool)	Nov-Feb 18
		ii. Partner with WHWBSW to deliver PVAW training to key leaders	BH, BCH, CAH, G21, WHWBSW – lead is WHWBSW		Mar-Apr 18
		iii. Request endorsement of the Strategic Plan by key leaders	BH, BCH, CAH, G21, WHWBSW		May-Jun18
		iv. Ensure communication of endorsement to a wider audience	BH, BCH, CAH, G21, WHWBSW		Post Jun 18



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1.2 Increasing Capacity	1.2.1 Increase workforce understanding of the drivers, forms and impacts of PVAW through a partnership approach*	i. Develop a workforce development strategy that coordinates training across the region*	BH, BCH, CAH, WHWBSW	Process: Workforce Development Strategy documented Number of PVAW training sessions held Impact: Increase in workforce understanding of drivers, forms and impacts of PVAW (measured through post training surveys)	Nov-Jun 18
		ii. Partner to deliver PVAW training*	BH, BCH, CAH, G21, WHWBSW		Jun 18
					Post Jun 18
1.3 Communicating Key Messages	1.3.1 Build regional understanding of gender equity as a driver of violence against women	i. Identify / develop shared messaging*	BH, BCH, CAH, G21, WHWBSW	Process: Shared messages are identified Regional Communication plan is developed Implementation indicators TBC	Jun 18
		ii. Support the development of a regional communication plan	TBC		Post Jun 18



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		iii. Implementation of a communication plan with shared marketing materials, social media responses, resources and a timetable for reinforcing regional key messages	TBC WHWBSW	Impact: TBC based on communication plan TBC Reduction in FV rates or increase in reporting of FV	Post Jun 18
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* Alignment between this action plan and that of Women’s Health and Wellbeing Barwon South West’s plan and outcomes of their systems mapping workshop are highlighted with a green asterix (*)