

Corangamite Shire Council

DRAFT

Municipal Public Health & Wellbeing Plan

2021-2025



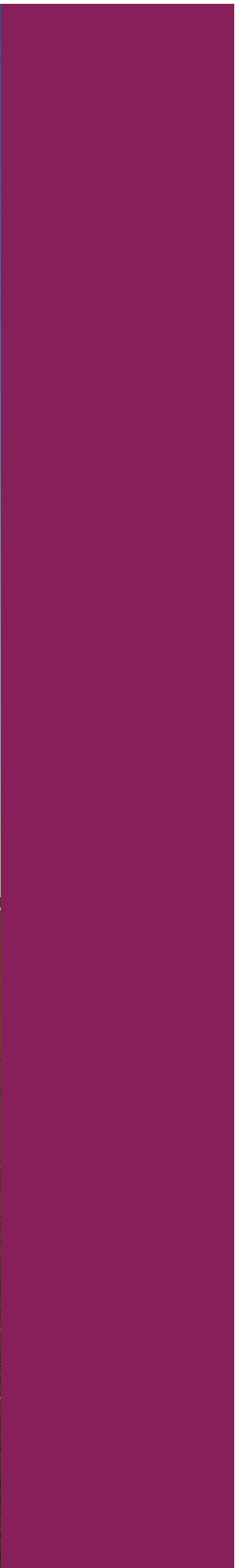
CORANGAMITE
SHIRE

The background of the page is a photograph of a coastal scene at sunset. On the right side, there is a large, dark rock formation standing in the ocean. Waves are breaking against the base of the rock and the shore. The sky is a deep blue, and the water reflects the warm colors of the sunset. On the left side, there is a solid yellow rectangular area. In the center, there is a white rectangular box containing text.

Acknowledgement of Country

We respectfully acknowledge the traditional custodians of the land around Corangamite Shire, the Eastern Maar and Wadawurrung people.

We pay our respects to all Aboriginal Elders and peoples past, present and emerging.



The background of the entire page is a photograph of a park. In the foreground, there is a gravel path. Behind it, there is a grassy area and a pond. The pond is surrounded by lush green trees and bushes. The sky is visible through the branches of the trees.

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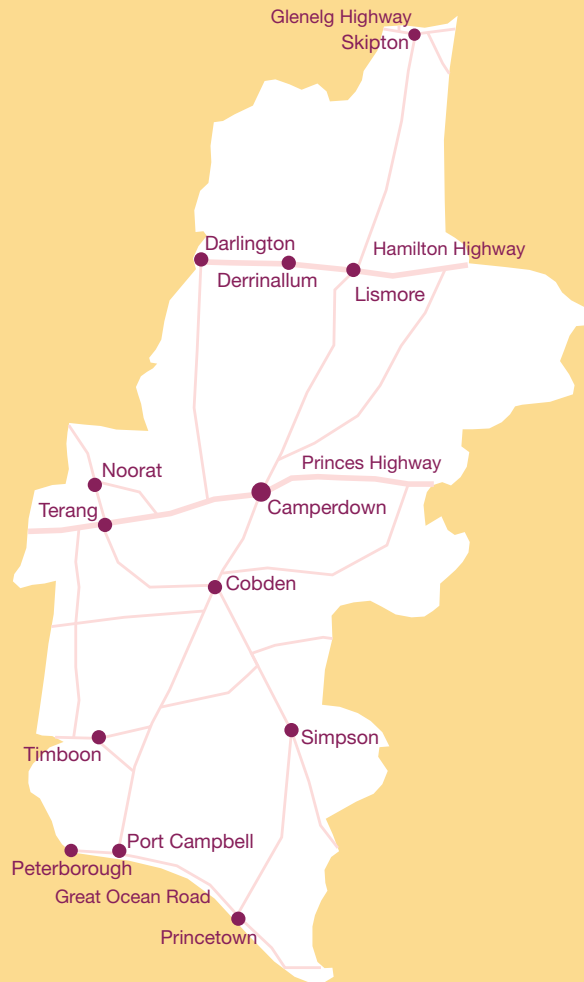
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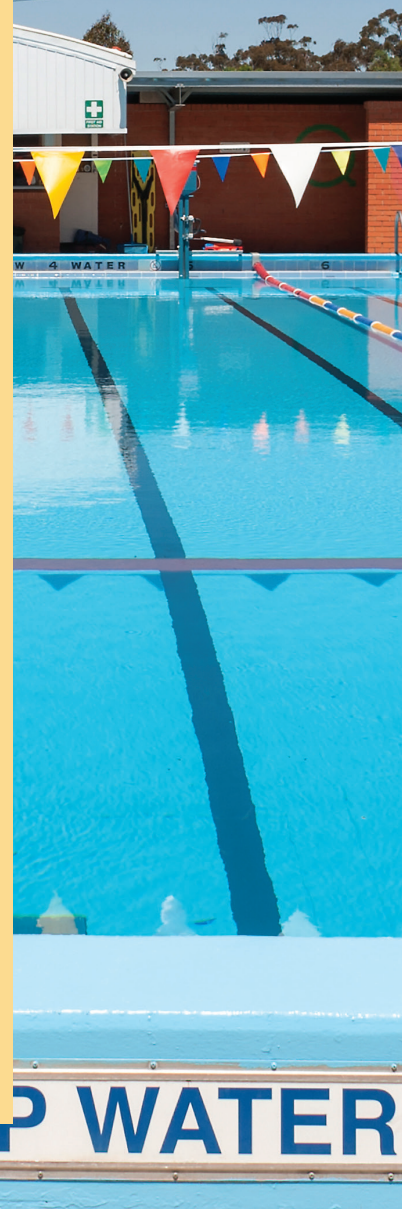




The Shire

Corangamite Shire is a thriving region to live, work, play and age in. The strengths for our communities' wellbeing include supportive environments for early years development, strong workforce participation, lower than average smoking rates and high community volunteerism.¹ We have a caring community, with people that support each other, as witnessed recently during the challenges of the COVID-19 pandemic.

However, parts of the Shire are ageing rapidly, parts experience social disadvantage, and parts are experiencing population decline. We have an opportunity to strengthen our communities' health and wellbeing through actions to support our people, place, economy and environment.¹



16,020 RESIDENTS ACROSS 12 TOWNS, COVERING 4,400 SQUARE KILOMETRES

People



22.5% adults self-reported fair or poor health
VIC: 20.3%



19% adults reported low or medium satisfaction with life
VIC: 20.5%



17.1% adults reported low or medium to life being worthwhile
VIC: 16.7%

Economy



25.3% households earn less than \$650 per week



57% labour force participation rate



30.8% people are employed in agriculture, forestry, or fishing

Environment



13% of the coastline is national park



59% drive to work in a private vehicle



2.9 million visitors to the Twelve Apostles and Port Campbell National Park

Place



35% people believe they have an opportunity to have a say



92.7% people believe that people can be trusted in their neighbourhood



979.8 per 100,000 population family incidents attended by Victoria Police

The Context

Victoria has faced major public health challenges recently, with the 2020 bushfires and the COVID-19 pandemic. The impacts of COVID-19 in the Shire have included job insecurities, poorer mental health and increased reports of family violence. But we have also seen great strength from our community, as they pulled together to support each other through these challenges. The COVID-19 pandemic has also emphasised the importance of agile Planning that adapts to circumstances whilst maintaining a strategic direction.

Another key public health challenge we must Plan for is climate change. Climate change has been positioned as the defining issue for public health in the 21st century by The World Health Organisation.² Climate change affects health in many ways: both directly and indirectly.³ To address the health impacts of climate change we need to develop resilient communities that are adaptive.

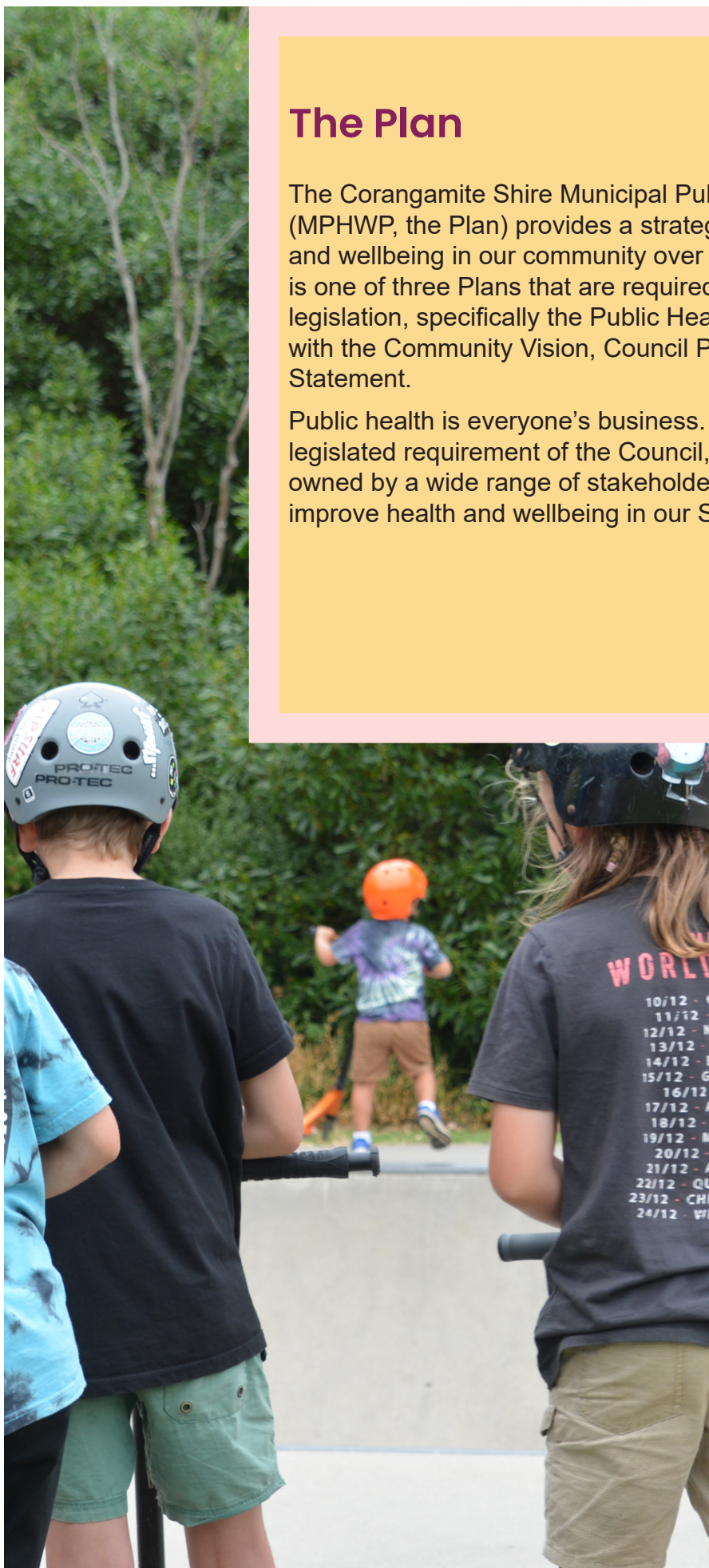
Whilst these issues bring considerable challenges to our communities' health and wellbeing, they also present opportunities to become stronger.



The Plan

The Corangamite Shire Municipal Public Health and Wellbeing Plan (MPHWP, the Plan) provides a strategic framework to address health and wellbeing in our community over the next four years. The MPHWP is one of three Plans that are required under Victorian government legislation, specifically the Public Health Act 2008. This Plan aligns with the Community Vision, Council Plan and the Municipal Strategic Statement.

Public health is everyone's business. Whilst the MPHWP is a legislated requirement of the Council, it is a Plan developed and owned by a wide range of stakeholders who are collaborating to improve health and wellbeing in our Shire.



The Process

How did we develop this Plan?

This Plan was developed by representatives from a wide range of agencies that lead and deliver health and wellbeing actions in our communities. These representatives participated in workshops, surveys and audits to share their ideas about supporting the community and to discuss the evidence on the state of wellbeing in the Shire. The Plan also reflects the communities' voices, as heard through multiple engagement processes undertaken by Council during 2020-21.


After reflecting on the previous MPHWP we think we can do better at: action Plans that hold the group accountable, and evaluation that shows what was done and how it benefited the community. The underlying values of this Plan are:

- accountable actions
- collaborative actions
- prevention focus
- community focus

The State Plan

This MPHWP is informed by the Victorian Public Health & Wellbeing Plan 2019-2023 (the State Plan). The State Plan lays out strategic direction, whilst allowing for local flexibility by:

- **Setting ten priorities for public health and wellbeing, giving continuity to the previous Plan**
- Placing increased attention on four focus areas (bolded) where additional support and guidance will be provided throughout the life of the State Plan

- 
1. Tackling climate change and its impact on health
 2. Reducing injury
 3. Preventing all forms of violence
 4. Increasing healthy eating
 5. Decreasing the risk of drug-resistant infections
 6. Increasing active living
 7. Improving mental wellbeing
 8. Improving sexual and reproductive health
 9. Reducing tobacco-related harm
 10. Reducing harmful alcohol and drug use





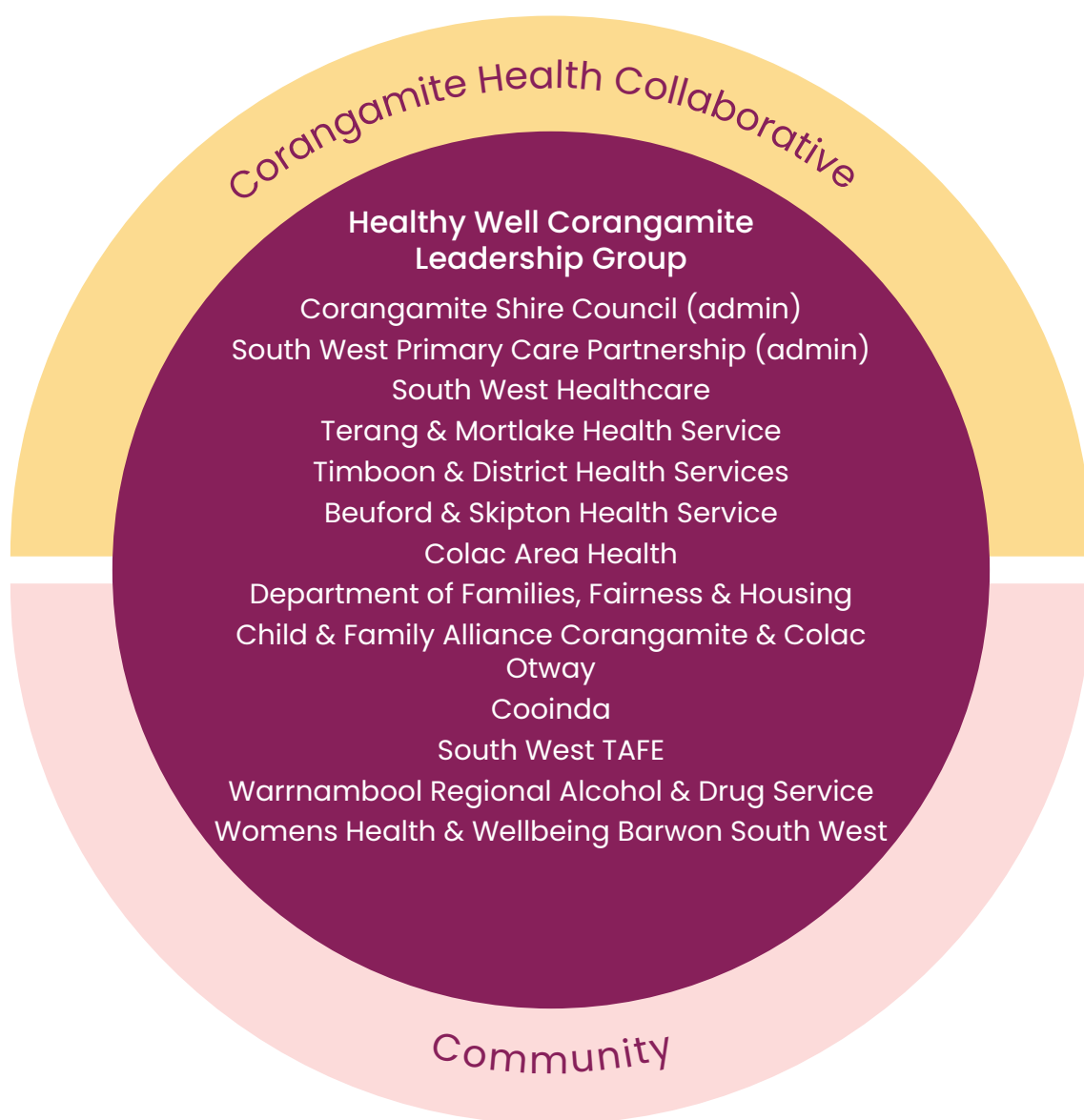
Council Plans and Strategies

We have ensured this Plan aligns with broader Council strategic directions to enable higher integration of public health in core Council business. In particular, this MPHWP aligns with the:

- **Community Vision 2040**
All themes of the Community Vision are represented in this MPHWP, particularly Theme one (Future Proofing- Sustainable Environment) and two (People- No-one left behind)
- **Council Plan 2021-2025**
Strong reliance on improved digital connectivity across the region. Building from the focus on recovering and learning from COVID-19.
- **Sync Youth Strategy 2020-2025**
Leveraging a focus on employment and education as foundations to wellbeing. Strong focus on improving activities, hobbies, events, and connection for young people.
- **Recreation and Open Space Strategy 2016-2026**
Strong synergies with active living strategies and planned infrastructure improvements.
- **Disability Inclusion Action Plan 2020-2025**
Compliment the focus on access and inclusion.

How will we implement this Plan?

A key focus for this MPHWP is accountable and collaborative action. This Plan will be delivered by a collaborative group of leaders from Council and partner agencies. This group is referred to as the Healthy Well Corangamite Leadership Group, which will be directed by community needs and overseen by the Corangamite Health Collaborative. The Council and the South West Primary Care Partnership will provide administrative support (collation of data, meeting documentation) and support to the Leadership Group.



Action Plans

The Leadership Group will translate the MPHWP into annual action Plans. The annual action Plans will describe:

- The actions from the MPHWP in more detail
- The impact that each specific action is predicted to have, which will help the group ensure that they collectively reach the goals of the Plan.
- The accountability measures to ensure all partners are making their expected contributions towards the goals.

A rolling Action Plan that covers the duration of the MPHWP and will act as a companion document to guide the work Healthy Well Corangamite Leadership Group and guides annual action planning.

How will we evaluate this Plan?

We want to understand the impact of this Plan. We are using the Results-Based Accountability™ (RBA) model to evaluate the Plan. RBA is a simple, common sense framework. In RBA models you need to distinguish between population accountability versus performance accountability because it determines who is responsible for what.

- Population Accountability organises our work with co-equal partners to promote overall community health and well-being.
- Performance Accountability organises our work into specific actions for specific partners.

In essence, what each partner does for their targeted audience (Performance Accountability) is their contribution to the community impact (Population Accountability).

We have developed a common language to refer to how we will measure our collective impact. Each *Community Goal* will be measured by 2-3 *Population Indicators*. These indicators will track our collective impact over four years. To achieve the Community Goals, we have developed a range of *Actions* that will be measured by *Accountability Measures* (see Attachment A).

A note on population data: The two key sources of data for the Population Indicators are not perfect, but they do offer ongoing, standardized data collection of priority indicators (see Attachment A for details). Notably, the most recent data that is available at the LGA level is from 2017. This is an outdated view of our community, and for us was a particularly hard period with significant community impacts from the dairy sector downturn. However, it offers a starting point to track progress and a comparison to the State.

The Goals

Our vision for this Plan aligns with the Council vision of “a connected and thriving community”. To achieve this vision, we will focus on two key priority actions:

Creating supportive environments

The health of our community is influenced by our environment: the places we live, study, work, and play. Our environment encompasses a significant range of influences on our health, and these change for every individual based on the places they engage with. Our focus on creating health-promoting environments acknowledges that the choices people make regarding their health are not always in their control, and that we can alter the environment to ensure making healthy choices are the easy options. We also wanted to acknowledge the importance of connection with the natural environment as being central to health and wellbeing.

Connecting services to enable access for all

Equitable access to health-related services for all people is important. Equitable access requires:

- physical accessibility: having services within reasonable reach
- economic accessibility: affordable services inclusive of indirect costs (e.g. transport)
- information accessibility: readily available & appropriate information on health issues
- cultural accessibility: availability of culturally sensitive and holistic care

To achieve equitable access to health-related services we must understand the barriers that reduce accessibility and systematically address them within specific services and as a connected system.

Across these two priority actions, there are four Community Goals we are striving for:

- A community that prevents family violence
- A socially and emotionally well community
- An active community
- A community that promotes healthy food options

We acknowledge that many of the drivers and impacts of these four Community Goals overlap. This overlap means that our efforts in specific actions will have shared benefits in other areas and that we will drive positive collective impacts on community health & wellbeing. We also want to highlight that in addition to health impacts, many of our actions will have shared benefits for climate change-related outcomes. Throughout the Plan we note these shared climate benefits with this symbol:



We also want to acknowledge that there are structural and social inequalities that exist in our communities for people based on their gender, sexual orientation, disability, ethnicity or age, for example. In this Plan we have used the terms “diversity” and “inclusion” to encompass the intersectionality of the various challenges faced by people from all of these population groups.

A note on our goals: As a State Focus Area, we are committed to reducing tobacco-related harm. However, based on population data (lower rates of daily and current smokers in the Shire, compared to the State averages), stakeholder priorities and community input, we have not included it as a goal. What we will do over the next four years is support new endeavours to reduce tobacco-related harm and meet our obligations to uphold tobacco related policies.

Community Goal One:

**A COMMUNITY THAT PREVENTS
FAMILY VIOLENCE**



Why is this important?

Family violence has a profound impact on health and wellbeing, with impacts including deteriorated physical and mental health, loss of housing, loss or limited access to employment, precarious financial security, isolation and alienation from social support. The outcomes of family violence are also identified as causes, highlighting a cyclical pattern of health, environment and behaviour. Family violence impacts the wellbeing of the whole family. Exposure to family violence can have profound long-term effects on a child's development, mental health, behaviour and learning.⁴ These impacts can lead to family violence being "passed down" through generations.

Where are we starting from?

We want to understand the impact of this Plan. We are using the Results-Based Accountability™ (RBA) model to evaluate the Plan. RBA is a simple, common sense framework. In RBA models you need to distinguish between population accountability versus performance accountability because it determines who is responsible for what.

Population Accountability organises our work with co-equal partners to promote overall community health and well-being.

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In essence, what each partner does for their targeted audience (Performance Accountability) is their contribution to the community impact (Population Accountability).

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Family Incidents attended by Victoria Police



2018-19
867.7 per 100,000
population

2019-20
979.8 per 100,000
population
(VIC: 1,397.7 per 100,000)

Breaches of Family Violence Orders



2018-19
46 incidents

2019-20
52 incidents



How will we approach action towards the community target?

The actions in this Plan are guided by the evidence-based policy behind the *Ending Family Violence: Victoria's Plan for Change*, which outlines how the Victorian Government will deliver the recommendations of the Royal Commission into Family Violence. The long-term outcomes to be achieved through the *Ending Family Violence: Victoria's Plan for Change* are:

- Family violence and gender inequality are not tolerated
- Victim survivors, vulnerable children and families, are safe and supported to recover and thrive
- Perpetrators are held accountable, connected and take responsibility for stopping their violence
- Preventing and responding to family violence is systemic and enduring

Who is the target?	What is the goal?	How will we know if the community is better off?
All families living in Corangamite Shire	A community that prevents family violence	<ul style="list-style-type: none"> Reduced reported family incidents (rate per 100,000 population)^a Incidents of a breach of a Family Violence Order^a
How will we achieve this goal?		
Objective	Actions	Partners
Support actions that align with Respect 2040 to foster gender equality	<ul style="list-style-type: none"> Learn from new local data on violence knowledge & attitudes being collected in 2022 and 2025 Promote the Men's Behaviour Change Program: a counselling program Support the pilot of "The Respect Effect": a youth led group Develop Gender Equality Action Plans (organisations with >50 employees) 	<ul style="list-style-type: none"> Women's Health & Wellbeing Barwon South West Brophy Family & Youth Services Women's Health & Wellbeing Barwon South West Council All health services in the Shire

How will we achieve this goal?

Objective	Actions	Partners
Foster a community culture of welcoming diversity and rejecting violence	<ul style="list-style-type: none"> • Hold community events providing community connection for young people, seniors and people living with disability (e.g. 16 days of Activism) • Build collaborative relationship with local Police to improve access to and awareness of data trends in violence • Support the Respectful Relationships program in local schools and early years education settings • Increase awareness of abuse & neglect of older people by their families and support networks 	<ul style="list-style-type: none"> • Council (Youth Council & Youth Engagement Team) • Council (Family & Children's Services) • Council (Positive Aging & Inclusion) • Other partner services involved in events • Healthy Well Corangamite Leadership Group • Camperdown and Cobden Police • Department of Education and Training • Council (Family & Children's Services) • Council (Positive Aging and Inclusion)
Support early identification and appropriate referral of people experiencing family violence	<ul style="list-style-type: none"> • Support implementation of: <ul style="list-style-type: none"> - The MARAM reforms - Mandatory Reporting Child Protection - Child Safe Standards - Koorie Early Years Network - Early Years Emotional Health Program - Circle of Security parent groups 	<ul style="list-style-type: none"> • Council (Family & Children's Services) • Council (Maternal & Child Health) • Council (Human Resources) • Child & Family Alliance Corangamite & Colac Otway
Increase equitable access to services for people experiencing family violence	<ul style="list-style-type: none"> • Create a Digital Youth Service Directory: enable young people to access services (e.g. crisis numbers, counselling) • Support the Alliance Family Violence Network 	<ul style="list-style-type: none"> • Council (Youth Council & Youth Engagement Team) • Child & Family Alliance Corangamite & Colac Otway

How will we achieve this goal?			
Objective	Actions	Partners	
Build capacity of the region's workforce and community to have heightened awareness of family violence and gender equality	<ul style="list-style-type: none"> Build capacity of the Council workforce to have heightened awareness of abuse & neglect 	<ul style="list-style-type: none"> Council (Human Resources) 	
	<ul style="list-style-type: none"> Support the Mental Health Services Family Violence Advisor role, which provides specialist advice to clinicians in the prevention and management of family violence 	<ul style="list-style-type: none"> South West Healthcare (Mental Health Services) 	
	<ul style="list-style-type: none"> Support the Victorian Achievement Program (VAP): Safe Environments, Mental Health & Wellbeing; and Sexual Health & Wellbeing 	<ul style="list-style-type: none"> South West Healthcare & Terang Mortlake Health Service (Health Promotion Officers) South West Primary Care Partnership Council Partners in community services settings 	
	<ul style="list-style-type: none"> Advocate for workplaces to implement the Workplace Equality and Respect Standards 	<ul style="list-style-type: none"> South West Healthcare & Terang Mortlake Health Services (Health Promotion Officers) South West Primary Care Partnership Partners in community services settings 	

Community Goal Two:

A SOCIALLY AND EMOTIONALLY
WELL COMMUNITY



Why is this important?

Social and emotional health is an essential ingredient of individual and community wellbeing. Good mental health and emotional wellbeing is not the absence of mental illness but is the ability for a person to participate fully and effectively in society. Feeling connected to others, being able to cope with the usual stresses of life, having the opportunity and capacity to contribute to community and being productive are all critical to social and emotional health. While our communities have shown remarkable resilience, they are still dealing with the social and economic fallout from COVID-19.⁵

Whilst promoting social and emotional wellbeing at a community level, we must provide tailored care to support those living with mental illness. Certain population groups are at higher risk of mental illness because of greater exposure and vulnerability to challenging social, economic and environmental circumstances, including social isolation and loneliness.

Where are we starting from?

Adults reporting high/very high psychological distress



2018-19
867.7 per 100,000
population

2019-20
979.8 per 100,000
population
(VIC: 1,397.7 per 100,000)

Adults who felt they were NOT valued by society



2018-19
46 incidents

2019-20
52 incidents

Young people reporting high/very high psychological distress (Western District DHS)



2018-19
867.7 per 100,000
population

2019-20
979.8 per 100,000
population
(VIC: 1,397.7 per 100,000)



How will we approach action towards the community goal?

The actions in this MPHWP are guided by the findings of the Royal Commission into Victoria's Mental Health System, which delivered its final report in February 2021. This report recommended the development of an entirely new mental health system that is contemporary and adaptable – a transformation towards community-centred care. To develop better services that result in better outcomes, services should:

- Co-produce services with people who have a lived experience
- Provide services that fit together into a whole
- Understand, respect, and respond to diversity
- Build and support the best possible workforce
- Learn what works and do it

This new mental health system is under development, and at this stage it looks like councils will play a role in advocating for and supporting Community Collectives to implement actions from State and Regional Planning. This new mechanism means that there is great potential for the Council and partners to play a leading role in supporting a socially and emotionally well community.


Who is the target?	What is the goal?	How will we know if the community is better off?
Adults (aged >18 yrs) living in Corangamite Shire	A socially and emotionally well community	<ul style="list-style-type: none"> • Reduced percentage of adults who report high or very high psychological distress^b • Reduced percentage of adults who report low or medium life satisfaction^c • Reduced percentage of young people who experience high psychological distress^c
Young people (10-17yrs) living in Corangamite Shire	A socially and emotionally well community	

How will we achieve this goal?

Objective	Actions	Partners
Increase accessibility to mental health & wellbeing services across the Shire	<ul style="list-style-type: none"> • Advocate for provision of services for people that need more than their GP, but do not have acute needs • Establish a “telehealth hub” in Camperdown for community to access and build confidence in telehealth consultations • Increase presence of WRAD within the Shire through co-location with other services • Use youth friendly communication messaging (including face-to-face) to improve reach of mental health services to youth • Advocate for outreach of Headspace programs to the Shire • Continue to advocate for improved public transport options across the Shire to increase service access 	<ul style="list-style-type: none"> • South West Healthcare (Mental Health Services) • South West Healthcare (Community Health) • Western Region Alcohol and Drug Centre (WRAD) • Council (Youth Council & Youth Engagement Team) • South West Healthcare (Mental Health Services) • Brophy Family & Youth Services • Council • Council

How will we achieve this goal?		
Objective	Actions	Partners
Support the community to recover and learn from COVID-19 and re-engage in community life	<ul style="list-style-type: none"> Continue to deliver the COVID-19 mental & emotional support line: supportive contact for people experiencing isolation Use age and disability-friendly communications to ensure that all people are able to access information about re-engaging in community life 	<ul style="list-style-type: none"> South West Healthcare (Mental Health Services) Council (Positive Aging & Inclusion) Council (Growth & Engagement)
Foster an inclusive and welcoming community	<ul style="list-style-type: none"> Develop an organisational Reconciliation Action Plan Create a welcoming environment for new residents and families moving into the region by providing an information pack 	<ul style="list-style-type: none"> Council Council (Growth & Engagement)
Create supportive environments in a range of settings (e.g. early years services, schools, workplaces) to promote mental wellbeing	<ul style="list-style-type: none"> Support the Victorian Achievement Program (VAP): Safe Environments, Mental Health & Wellbeing; Climate & Health Pathway Host an annual International Day of People with a Disability Support community to adopt the Live4Life program Promote Beyond the Bell initiatives that support children and young people's wellbeing across the Shire 	<ul style="list-style-type: none"> South West Healthcare & Terang Mortlake Health Services (Health Promotion Officers) South West Primary Care Partnership Council Partners in community services settings Council (Rural Access Officer) Service partners involved in event South West Primary Care Partnership Council Great South Coast Live4Life Group Partners in schools Beyond the Bell Council (Family & Children's Services)



How will we achieve this goal?		
Objective	Actions	Partners
<p>Advocate for broader change to improve access to affordable & sustainable housing</p> 	<ul style="list-style-type: none"> Advocate for infrastructure and services that deliver affordable housing (as part of Victoria's Big Housing Build) and social housing Advocate for new housing developments and subdivisions to have climate friendly design principles (e.g. solar energy, street shade infrastructure, green spaces) 	<ul style="list-style-type: none"> Council (Growth & Engagement)
<p>Build capacity of the region's workforce and community to have heightened awareness of socially inclusive practices</p>	<ul style="list-style-type: none"> Support employment and volunteer opportunities for people living with disabilities within Council Implement Disability Confidence Training within Council 	<ul style="list-style-type: none"> Council (Positive Aging & Inclusion) Council (Human Resources) Council (Rural Access Officer)

Community Goal Three:

AN ACTIVE COMMUNITY



Why is this important?

Leading an active life improves our health and wellbeing. By moving more and sitting less we reduce the risk of ill health. That is, regular physical activity can help to prevent (and treat) many non-communicable diseases such as heart disease, some cancers, diabetes, musculoskeletal conditions and depression. Moreover, being physically active in combination with a healthy diet helps to reduce other risk factors for disease such as high blood pressure and being overweight or obese. Incorporating any form of physical activity or movement, into every day is associated with improved mental and physical health, across the lifespan. This evidence is reflected in our national physical activity guidelines, which have shifted to a movement perspective, across the entire day.

Where are we starting from?

Adults meeting physical activity guidelines (at least 150 minutes per week)



2018-19
867.7 per 100,000
population

2019-20
979.8 per 100,000
population
(VIC: 1,397.7 per 100,000)

Young people meeting physical activity guidelines (at least 60 minutes every day)



2018-19
867.7 per 100,000
population

2019-20
979.8 per 100,000
population
(VIC: 1,397.7 per 100,000)


How will we approach action towards the community goal?

The actions in this MPHWP are guided by the evidence-based Victorian Public Health and Wellbeing Plan 2019-2023 where increasing active living is a focus area, and the State calls for the strategic actions of:

- Increase the proportion of transport trips that use active modes of travel.
- Increase easy access to parks, open spaces and public spaces, with opportunities for physical activity where appropriate.
- Integrate healthy lifestyle counselling and referrals within routine healthcare services.

Who is the target?	What is the goal?	How will we know if the community is better off?
Adults (aged >18 yrs) living in Corangamite Shire	An active community	<ul style="list-style-type: none"> Increased percentage of adults meeting physical activity guidelines^d
Young people (10–17yrs) living in Corangamite Shire	An active community	<ul style="list-style-type: none"> Increased percentage of young people meeting physical activity guidelines^e

How will we achieve this goal?

Objective	Actions	Partners
<p>Increase access to parks, open spaces, recreation facilities and public spaces</p> 	<ul style="list-style-type: none"> Improvements to playgrounds Improvements to skateparks Improvements to swimming pools Investigate Council grant programs to support active living facility design and development 	<ul style="list-style-type: none"> Council (Facilities & Recreation; Rural Access Officer)
Implement programs that increase opportunities for active living	<ul style="list-style-type: none"> Expand network of footpaths in Shire towns Deliver FitKids and YAK - Young Active Kids Deliver INFANT: a 4-session program for families with new babies targeting healthy eating and active play for infants Deliver “Walk to Wellness” to promote children walking to both schools and early childhood services Encourage inclusive participation in sports clubs by youth and people living with disability (i.e. Together More Active, Regional Sport Program) 	<ul style="list-style-type: none"> Council (Assets Planning) Council (Facilities & Recreation) Council (Family & Children’s Services) South West Healthcare Timboon District Health Service Council (Family & Children’s Services) Council (Facilities & Recreation) South West Sport

How will we achieve this goal?			
Objective	Actions	Partners	
Expand safe and inclusive active living opportunities	<ul style="list-style-type: none"> Consider universal design principles in all upgrades of town streetscape infrastructure to provide improved access for all Assist businesses and sporting clubs to improve accessibility and inclusion for people with disability through grants, training and networking Host inclusive events for youth that promote active living 	<ul style="list-style-type: none"> Council (Assets Planning) Council (Rural Access Officer) 	
Create supportive environments in a range of settings (e.g. early years services, schools) to promote active living	<ul style="list-style-type: none"> Support the Victorian Achievement Program (VAP): Physical Activity & Movement; Climate & Health pathway 	<ul style="list-style-type: none"> Council (Youth Council & Youth Engagement Team) South West Healthcare & Terang Mortlake Health Services (Health Promotion Officers) South West Primary Care Partnership Council Partners in community services settings Council (Facilities & Recreation) 	
Promote active living opportunities to community	<ul style="list-style-type: none"> Explore funding opportunities (e.g. Walk 2 School) to establish infrastructure (i.e. drop off points/safe school walking routes) for children to use all year round Develop a webpage 'noticeboard' for facilities, programs and open spaces that provide sport and recreation opportunities Use youth-friendly communication messages to promote active living opportunities Run campaigns focused on nature-based tourism including Volcanic Lakes and Plains and Cycle Tourism Encourage active living programs tailored to seniors 	<ul style="list-style-type: none"> Council (Facilities & Recreation) Council (Facilities & Recreation) Council (Growth & Engagement) Council (Facilities & Recreation) Council (Positive Aging & Inclusion) Council (Facilities & Recreation) 	





Community Goal Four:

**A COMMUNITY THAT PROMOTES
HEALTHY FOOD OPTIONS**

Why is this important?

Most Victorians do not consume enough of the foods and drinks required to keep us healthy (such as vegetables, fruit and wholegrain cereals) and consume too many discretionary foods and drinks that are high in energy, saturated fat, added sugar, salt or alcohol³. The change in our dietary patterns and food culture have coincided with an increase in obesity and contributed to chronic diseases such as cardiovascular disease, type 2 diabetes, some cancers and dental caries, as well as to poor mental health. In key settings where we live, work and play, healthy food and drink options are often marginal rather than mainstream. The ease of access, affordability and marketing of unhealthy food and drink options, coupled with other socioeconomic and environmental factors (including climate change), strongly influence individual dietary choice.²

Where are we starting from?

Adults meeting fruit and vegetable guidelines

(two serves fruit, five veg per day)



2018–19
867.7 per 100,000
population

2019–20
979.8 per 100,000
population
(VIC: 1,397.7 per 100,000)

Adults consuming sugary drinks daily



2018–19
867.7 per 100,000
population

2019–20
979.8 per 100,000
population
(VIC: 1,397.7 per 100,000)

Young people meeting fruit and vegetable guidelines

(Western District DHS)



2018–19
867.7 per 100,000
population

2019–20
979.8 per 100,000
population
(VIC: 1,397.7 per 100,000)



How will we approach action towards the community goal?

The actions in this MPHWP are guided by the Victorian Public Health and Wellbeing Plan 2019-2023 where increasing healthy eating is a focus area and the State calls for the strategic actions of:

- Accelerating the implementation of healthy food (& drink) supply policies in public settings (including health services, schools & early childhood services, sport & recreation settings and workplaces).
- Implementing initiatives and approaches supporting healthier lifestyles and habits.
- Investing in collaborative place-based approaches to healthy eating and increasing access to healthy food in communities.

Who is the target?	What is the goal?	How will we know if the community is better off?
Adults (aged >18 yrs) living in Corangamite Shire	A community that promotes healthy food options	<ul style="list-style-type: none"> Increased percentage of adults who consume sufficient fruit and vegetables^f Decreased percentage consumption sugary drinks daily^g
Young people (10–17yrs) living in Corangamite Shire	A community that promotes healthy food options	<ul style="list-style-type: none"> Increased percentage of young people who consume sufficient fruit and vegetables^g

How will we achieve this goal?

Objective	Actions	Partners
Create supportive environments in a range of settings (e.g. early years services, workplaces) to promote healthy eating	<ul style="list-style-type: none"> Ensure Council swimming pool operators and other Council run facilities where food is served comply with the Healthy Choices Guidelines Advocate for sport clubs to promote healthy food & drink options Ensure all Council hosted events include Healthy Choice options Deliver Smiles 4 Miles: three core messages: drink well, eat well and clean well Implement the Healthy Choices Guidelines for Hospitals/Health Services across Corangamite Support the Victorian Achievement Program (VAP): Healthy Eating & Oral Health; Climate & Health pathway 	<ul style="list-style-type: none"> Council (Facilities & Recreation) South West Healthcare & Terang Mortlake Health Services (Health Promotion Officers) Council (Facilities & Recreation) South West Healthcare & Terang Mortlake Health Services (Health Promotion Officers) Council Council (Family and Children's Services) South West Healthcare (Health Promotion) All health services in Corangamite South West Healthcare & Terang Mortlake Health Services (Health Promotion Officers) South West Primary Care Partnership Partners in community services settings



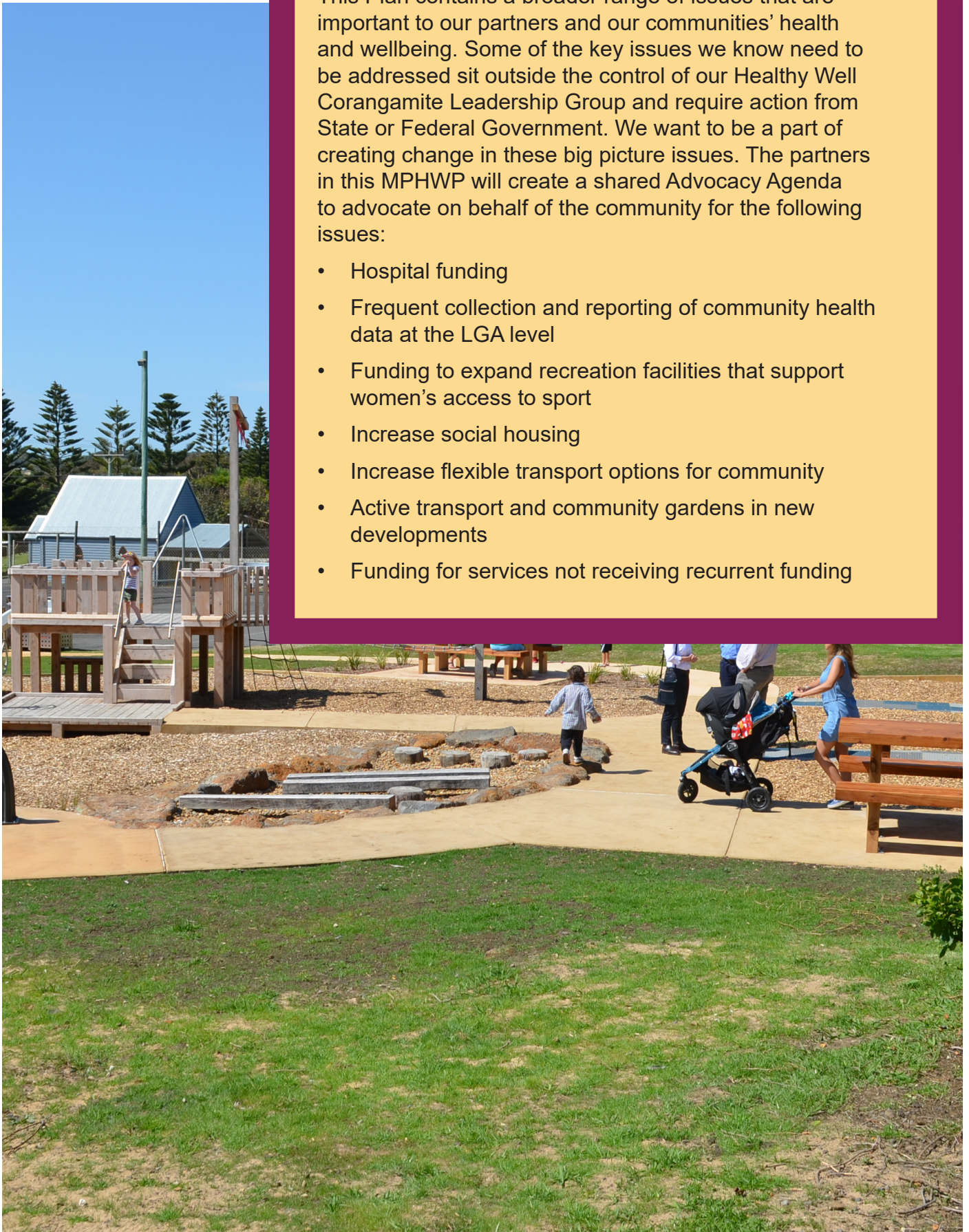
^fSource: Victorian Population Health Survey, ^gSource: Victorian Student Health & Wellbeing Survey

How will we achieve this goal?		
Objective	Actions	Partners
Change social norms around healthy eating 	<ul style="list-style-type: none"> Support community groups and settings to understand the barriers to healthy eating, and identify solutions to address these barriers Showcase our agriculture industry to promote purchasing locally produced and seasonal healthy food 	<ul style="list-style-type: none"> South West Healthcare (Health Promotion) Council (Growth & Economy)
Support actions and organisations to improve food security	<ul style="list-style-type: none"> Investigate how to increase access to Food Share for local organisations supporting community Support and facilitate development of community gardens and community kitchens, and re-establish existing community gardens 	<ul style="list-style-type: none"> Council Terang & Mortlake Healthcare Council Terang & Mortlake Healthcare
Strengthen approach to oral health promotion	<ul style="list-style-type: none"> Deliver Smiles 4 Miles: three core messages: drink well, eat well and clean well Support advocacy for fluoridation of local drinking water supply (town and tank water) 	<ul style="list-style-type: none"> Council (Family & Children's Services) South West Healthcare- Dental South West Healthcare Terang & Mortlake Healthcare Council
	<ul style="list-style-type: none"> Deliver INFANT: a 4-session program for families with new babies targeting healthy eating and active play for infants 	<ul style="list-style-type: none"> Council (Family & Children's Services) South West Healthcare Timboon District Health Service

Beyond this Plan

This Plan contains a broader range of issues that are important to our partners and our communities' health and wellbeing. Some of the key issues we know need to be addressed sit outside the control of our Healthy Well Corangamite Leadership Group and require action from State or Federal Government. We want to be a part of creating change in these big picture issues. The partners in this MPHWP will create a shared Advocacy Agenda to advocate on behalf of the community for the following issues:

- Hospital funding
- Frequent collection and reporting of community health data at the LGA level
- Funding to expand recreation facilities that support women's access to sport
- Increase social housing
- Increase flexible transport options for community
- Active transport and community gardens in new developments
- Funding for services not receiving recurrent funding



Term	Definition
Circle of Security	A program that fosters strong and consistent attachment between young children and their caregivers
Co-produce	To produce an action in collaboration with multiple partners, particularly with community as a central partner
Community Collectives	Term used in the Royal Commission into Victoria's Mental Health System, which refers to a new structure to be established that will bring together community leaders and members to promote social connection and inclusion in communities
Food security	means that all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their food preferences and dietary needs for a healthy life.
INFANT	A 4-session program for families with new babies targeting healthy eating and active play for infants
Live4Life	A registered health promotion charity, bringing together rural and regional communities to improve youth mental health and wellbeing
MARAM	The Family Violence Multi-Agency Risk Assessment and Management (MARAM) Framework recognises that to provide effective and safe responses for people experiencing family violence, services need a shared understanding of family violence and of the responsibilities of the professionals involved. The Framework is established in law as a Legislative Instrument under the Family Violence Protection Act 2008
Outreach service	services that are delivered in place such as in a home, local community or school for example
Respect 2040	is a social movement to provide the resources and support for individual organisations and groups in the Barwon South West region to take on and progress meaningful gender equality action
Together More Active	A State initiative that aims to boost the capacity and sustainability of sport and recreation organisations, creating more participation opportunities, building membership and new program offerings to increase equity, diversity and inclusiveness.
Victorian Achievement Program (VAP)	The VAP, supported by the Victorian Government and delivered by Cancer Council Victoria, is a free health and wellbeing program open to Victorian early childhood services, schools and workplaces. Members create healthier environments by meeting a series of targets for different key health areas

References

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³ Victorian Government. (2019). Victorian Public Health and Wellbeing Plan 2019-2023.

⁴ Victorian Government. (2020). Ending Family Violence: Victoria's Plan for Change

⁵ Victorian Healthcare Association (2020). Inquiry into the Victorian Government's Response to the COVID19 Pandemic, submission no.79



**CORANGAMITE
SHIRE**

healthy
**CO
RANG
AMITE**

corangamite.vic.gov.au

Corangamite Shire PO Box 84
Camperdown VIC 3260

Phone

5593 7100

Email

shire@corangamite.vic.gov.au