GEELONG PUBLIC HEALTH & WELLBEING PLAN
2013-2017

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As Mayor of Geelong, I’m committed to tackling the big issues facing our community.

Whilst business growth and tourism are a huge part of that agenda, we are also facing some major challenges with regard to our own health and wellbeing.

The overall trends in relation to overweight and obesity, fruit and vegetable consumption, tobacco and mental wellbeing are getting worse. On some of these indicators, Geelong fares worse when compared to the State average.

The connection between poor health behaviours and chronic illness are well established. As well as the personal cost of these illnesses to individuals and their families, there is a huge cost to the community as our health system strains under the pressure of increased demand. Yet many of the factors which led to this crisis cannot be solved by getting more doctors or increasing hospital beds.

Health is a complex thing. It is affected by knowledge, employment, family life, where we live, how we get around, our access to services and a myriad of other things. Given what is at stake, it is vital that we as a local government make sure that the environments we maintain and the services we provide give people the best possible chance to make healthy choices in their day-to-day lives.

This plan is our chance to do things differently. It is a big, bold plan endeavouring to change the way we do our business and to find new ways of working to improve the health of our community.

Making it happen is going to be a challenge but it is one I invite everyone in the community to get involved. It is only by working together that we will start to make a difference.

Cr Darryn Lyons
City of Greater Geelong Mayor
EXECUTIVE SUMMARY

The purpose of the Geelong Public Health & Wellbeing Plan 2013-2017 is to demonstrate how the City of Greater Geelong will work to improve the health and wellbeing of the local community over the next four years.

The plan fulfils the requirement of the Public Health and Wellbeing Act 2008 that all Victorian councils prepare and adopt a Municipal Public Health and Wellbeing Plan within 12 months of council elections. It also meets the requirements of the Climate Change Act 2010 by having ‘regard to climate change’.

A number of developments globally and locally have shifted the way governments and health agencies are seeking to influence health. Australia has one of the best health systems in the world. However the system is under pressure from a rapidly growing and ageing population and the increasing prevalence of preventable chronic diseases.

This has shifted the focus of health planning from service delivery to prevention. In effect, planning has become focused on addressing behaviours that are linked to increasing levels of lifestyle-related chronic disease, such as nutrition and insufficient physical activity. The establishment of the National Partnership Agreement on Preventive Health is evidence of this shift.

Since the development of the Environments for Health framework in 2001, local governments have been using public health plans to create better health through the management of built, social, economic and natural environments. However, changes to legislation and health policy means there is currently an unprecedented level of interest in how local governments work in this space.

At the same time, the launch of the Healthy Together Geelong and BE ACTIVE initiatives have given our organisation more resources and more opportunities to find new and better ways of doing this work.

It is in this context that the City of Greater Geelong’s Geelong Public Health & Wellbeing Plan 2013-2017 has been developed.

ACTION GUIDES

An Action Guide has been developed for each health and wellbeing priority and includes:

- a quick snapshot of the issue
- evidence that highlights the need for action
- a list of actions we aim to achieve over the next four years to address the issue
- indicators that will be used to monitor change at the population level, and
- a list of desired outcomes.

A similar guide has been included for the ‘improving how we do business’ section of the plan.

Actions will become part of our business plans and will be reported to Council on an annual basis as part of the ongoing monitoring and review of the plan.

These actions will build on the existing work that Council already does to improve the health and wellbeing on the community.

The plan is based on the Victorian Public Health and Wellbeing Plan 2011-2015, but has been adapted to suit the local context and maintain alignment with City Plan 2013-2017 and the G21 Region Public Health and Wellbeing Strategy.

As well as demonstrating how the City of Greater Geelong already works to improve health and wellbeing, it is also a plan of action for the next four years.
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The plan operates on three levels:

**Guiding principles for health and wellbeing planning**

The core values and philosophy that have been used to develop this plan and will guide our future decisions.

**Improving how we do business in health and wellbeing**

Actions designed to improve our ability to address local health and wellbeing needs.

**Health and wellbeing priorities**

The key health behaviours we aim to address in partnership with our stakeholders and the community. These are:

- accessible and nutritious food
- physical activity and active communities
- social inclusion and community connectedness
- reducing harm from alcohol, drugs and problem gambling
- reducing tobacco use.
Part 1. BACKGROUND TO THE GEELONG PUBLIC HEALTH & WELLBEING PLAN

What is a Municipal Public Health and Wellbeing Plan?

The purpose of the Geelong Public Health & Wellbeing Plan 2013-2017 is to demonstrate how the City of Greater Geelong will work to improve the health and wellbeing of the local community over the next four years.

The plan fulfils the requirements of the Victorian Government Public Health and Wellbeing Act 2008 that all Victorian councils prepare a Municipal Public Health and Wellbeing Plan within 12 months of council elections. It also meets the requirements of the Climate Change Act 2010 by having ‘regard to climate change’.
What is the role of local government in health?

Since the development of Environments for Health in 2001, there has been an increased level of interest in Victoria about how local government can act as an ‘agent for change’ in influencing environments and communities in ways that support health.

This has been mirrored globally with initiatives such as the Healthy Cities movement, the EPODE program in Europe and the achievements of the City of New York reinforcing the contribution that local government leadership, underpinned by strong community engagement and partnerships, can make to improving health outcomes (Department of Health, 2013a).

The Geelong Public Health & Wellbeing Plan 2013-2017 describes the ways in which the City of Greater Geelong will work to positively impact on the health of our local community. Actions in the plan focus on the core roles of local government in health protection, promotion and prevention.

How is the plan prepared?

The Geelong Public Health & Wellbeing Plan 2013-2017 was developed with the support and guidance of a cross-council planning group and has been informed by:

- International, national, state, regional and local policy context
- Victorian Department of Health ‘Guide to municipal public health and wellbeing planning’
- Heart Foundation ‘Creating heart healthy communities: Working with local government’
- VicHealth Local Government Action Guides
- VicHealth Physical Activity Framework
- City of Greater Geelong City Plan 2013-2017
- City of Greater Geelong City Plan 2013-2017 Summary of Community Engagement
- G21 Region Public Health and Wellbeing Strategy
- Geelong Region Physical Activity Strategy
- A review of demographic and health data for the City of Greater Geelong

"Local government is . . . ideally placed to develop, lead and implement policies to influence many determinants of health" (Department of Health, 2011).
POLICY CONTEXT

Following is discussion of the current policy that is guiding health at the international, national, state, regional and local levels. For a full list of resources and web links, please refer to Appendix 1.

International

“The social determinants of health are the conditions in which people are born, grow, live, work and age. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels. The social determinants of health are mostly responsible for health inequities - the unfair and avoidable differences in health status seen within and between countries.”

World Health Organisation

In March 2005, the World Health Organisation (WHO) established the Commission on the Social Determinants of Health to support countries and global health partners in addressing the social factors leading to ill health and health inequities.

The Commission aimed to draw the attention of governments and society to the social determinants of health (see above) with the aim of creating better social conditions for health.

In October 2011, member States adopted the Rio Political Declaration at the World Conference on Social Determinants of Health, calling upon member states to act in five areas:

- Adopt improved governance for health and development
- Promote participation in policy-making and implementation
- Further reorient the health sector towards promoting health and reducing health inequities
- Strengthen global governance and collaboration
- Monitor progress and increase accountability

National

The National Partnership Agreement on Preventive Health (NPAPH) is an initiative of the Commonwealth and State and Territory Governments through the Council of Australian Governments. The initiative is providing $932.7 million over nine years from 2009-10. This is a significant investment by the Australian Government in health prevention (Department of Health and Ageing, 2012).

The aim of this agreement is to tackle the unhealthy lifestyles and environments that are contributing to rising rates of overweight and obesity and preventable chronic diseases. The NPAPH has supported initiatives targeting Healthy Children, Healthy Workers and Healthy Communities and launched national social marketing campaigns, such as MeasureUp.

State

Public Health and Wellbeing Act 2008

The Public Health and Wellbeing Act 2008 articulates the important role of the State and local governments in promoting and protecting the health and wellbeing of Victorians. In addition there are a number of other acts and regulations that contribute to this aim, including:

- Food Act 1984
- Tobacco Act 1987
- Environmental Protection Act 1970
- Climate Change Act 2010
- Child Wellbeing and Safety Act 2005
- Crown Land (Reserves) Act 1978
- Safe Drinking Water Act 2003
- Drugs, Poisons and Controlled Substances Act 1981
- Charter of Human Rights and Responsibilities Act 2006
**Victorian Public Health and Wellbeing Plan 2011-2015**

To meet its responsibilities outlined in the Public Health and Wellbeing Act, the State Government has prepared the Victorian Public Health and Wellbeing Plan 2011-2015.

The overall aim of this plan is to improve the health and wellbeing of Victorians by engaging communities in prevention, and by strengthening systems for health protection, health promotion and preventive healthcare across all sectors and levels of government.

A key action in the plan is the development of the Prevention Community Model, now known as Healthy Together Victoria.

Healthy Together Victoria provides a coordinated framework of action based on the latest available prevention evidence to improve people’s health where they live, learn, work and play. The initiative, which is being delivered in 14 local government areas including the City of Greater Geelong, aims to address the underlying causes of chronic disease.

**Guide to municipal public health and wellbeing planning**

This guide to municipal public health and wellbeing planning was developed by the Department of Health to: provide a summary of legislative and policy requirements; outline key elements and a six-stage cycle for effective planning and provide reference to tools and resources for additional information.

The guide is intended for use with the Environments for health municipal public health planning framework which was developed in 2001 to assist local governments to consider the impact on health and wellbeing of factors across any or all of the built, social, economic and natural environments (Department of Health, 2013a).

**Creating heart healthy communities: working with local government**

The Creating heart healthy communities: working with local government resource developed by the Heart Foundation (Victoria) identifies three priority areas for local government to reduce the risk of heart disease: food and nutrition; active living; and smoke free outdoors. The document provides recommendations for inclusion in Municipal Public Health and Wellbeing Plans and Municipal Strategic Statements.

“The Heart Foundation (Victoria) works with local government to address risk factors for heart disease and create heart healthy communities.” (Heart Foundation, 2013).

**VicHealth Local Government Action Guides**

VicHealth has developed a series of ten local government action guides that councils may utilise when preparing their Municipal Public Health and Wellbeing Plans, Municipal Strategic Statements and other council strategies.

The guides outline recent solid research and evidence based ideas for local action on ten public health topics (VicHealth, 2012b).

**Regional**

G21 - Geelong Region Alliance (G21) is a formal alliance of government, business and community organisations working together to improve the lives of people within the Geelong region across five municipalities – Colac Otway, Golden Plains, Greater Geelong, Queenscliffe and Surf Coast.

Central to the operation of G21 are eight pillar groups representing the region’s key priorities. Each pillar is made up of key decision makers and subject experts within each category who meet on a regular basis.

Both the Health and Wellbeing Pillar and the Sport and Recreation Pillar are undertaking regional planning processes that are closely connected to the development of this Geelong Public Health & Wellbeing Plan (see below).

**G21 Region Public Health and Wellbeing Strategy**

The aim of the G21 Region Health and Wellbeing Plan 2013-2017 is to improve the health and wellbeing of communities and represents a new collaboration in public health and wellbeing planning across the five municipalities in the G21 region.

The regional plan will strengthen the ongoing effort to address some of the more complex and entrenched issues underlying public health and wellbeing across the region.

This will enhance councils’ ability to partner with service providers, other sectors and government departments to maximise effort and resources.
Geelong Region Physical Activity Strategy

The aim of the Geelong Region Physical Activity Strategy is to provide an evidence base to guide policy and decision making at a regional and municipal level to create environments that support physical activity.

The strategy is intended to complement the work being done in the health and wellbeing area, whilst maintaining a distinct focus on physical activity.

Local

City Plan

City Plan 2013-2017 is the key document that will guide the City of Greater Geelong’s activities during the four year term of the current Council.

It sets out our vision and identifies the strategic directions, priorities and strategies we will pursue to ensure that the Geelong region remains the best place to live, not only today but into the future.

City Plan has four strategic directions – also shown in the diagram below:

- **Community wellbeing:** focuses on ‘Healthy Together Geelong’ - enhancing the health, wellbeing and quality of life of people in Greater Geelong (this statement is also the vision for the Geelong Public Health & Wellbeing Plan 2013-2017).
- **Growing our economy:** is about securing our economic future by encouraging more employment and investment.
- **Sustainable built and natural environment:** is about partnering with our community to protect and enhance our natural ecosystems, as well as encouraging sustainable design and reduced resource consumption.
- **How we do business:** focuses on building effective working relationships to deliver the strategic directions and cost effective services that seek to meet our community’s needs.

**BELLOW:** Diagram explaining how strategic directions in City Plan (highlighted in green) link to key Council plans and initiatives
Below is a selection of the key strategies, master plans and initiatives that will assist in delivering Community Wellbeing priorities:

- Municipal Early Years Plan
  - Creating Communities for Children
- Live Well Positive Ageing Strategy
- GEEYOUNG: Youth Strategy
- Healthy Together Geelong Greater Geelong Cycle Strategy
- Multicultural Action Plan
- Municipal Strategic Statement
- Public Art Strategy
- Disability Action Plan
- Geelong Play Strategy
- Municipal Emergency Management Plan
- Community Fire Management Plan
- Drug Action Plan
- Domestic Animal (Dogs and Cats) Management Plan
- Climate Adaptation Strategy
- Bellarine Peninsula Strategic Plan
- Geelong Community Safety Strategy
- Location-specific Future Provision of Community Infrastructure Plans
- Whittington Works! Strategic Action Plan
- Corio Norlane Structure Plan
- Gaming Policy
- Asset Management Plans
- Study of Open Space Networks
- Recreation reserve master plans that guide the management and future development of reserves

Healthy Together Geelong

Healthy Together Geelong is the name of the partnership between the City of Greater Geelong, Barwon Health and Bellarine Community Health aiming to achieve sustained reductions in the growth of preventable chronic diseases and create lasting improvements in local health and wellbeing.

Through local partnerships and a skilled health promotion workforce, the initiative is working to encourage healthy eating and physical activity and reduce smoking and harmful alcohol use. Actions will be focused on communities, early childhood services, schools and workplaces.

BE ACTIVE

VicHealth, in partnership with Sport and Recreation Victoria, have established BE ACTIVE to complement the Victorian Government’s Healthy Together Victoria initiative.

The aim of BE ACTIVE is to address the lack of safe, accessible and inclusive environments restricting people’s capacity to participate in physical activity.

To assist with this, VicHealth has developed a Physical Activity Framework to help review and guide local government work in this area. This framework has been used to inform both the development of the Geelong Public Health & Wellbeing Plan 2013-2017 and the Geelong Region Physical Activity Strategy.

In the longer term, the action resulting from the initiative will hopefully increase physical activity participation for children and older people, contribute to stronger and more resilient families and improve civic engagement through volunteerism in Victorian communities.
HEALTH & CLIMATE ADAPTATION

The Victorian Climate Change Act came into effect on 1 July 2011. The Act addresses both climate change mitigation and adaptation and requires key government decision makers to ‘have regard to climate change’ when making certain decisions.

Local communities will be affected by future climate change in many ways. In particular, through decreased rainfall, heat waves in summer and increased severity and frequency of floods, storms, storm surges and bushfires.

Likely challenges for local government may include:

- Increased number of assets failing due to heat stress (from building cooling systems to road surfaces)
- Higher rates of infectious and water borne disease
- Increased heat-related stress and mortality among aged and ‘at risk’ populations
- More pressure on storm water systems
- Faster deterioration of buildings
- Planning challenges for coastal areas
- Increased insurance costs
- Reduced availability of sporting fields

These impacts will have consequences for our services including infrastructure, recreation, health, planning, natural resource management and water services.

How is the City of Greater Geelong preparing for climate change?

In 2011, the City developed a Climate Change Adaptation Strategy to improve understanding of the risks of climate change and guide responses to climate risks. Thermal imagery to map areas of possible heat stress is one example of how we are doing this.

We have also developed a Climate Change Adaptation Toolkit for use by employees to assess climate change risks and adaptation responses across the organisation.

CLIMATE CHANGE: MITIGATION VERSUS ADAPTATION

To date most action on climate change has focused on mitigation, or the reduction of green house emissions.

Adaptation, unlike mitigation, is concerned with how we manage impacts caused by climate change. The two concepts are related because the more mitigation we get the less adaptation we will need.

Although mitigation is best addressed at the global scale (through international frameworks and national-level carbon policies), adaptation is best managed on a local scale as this is where impacts of climate change will be directly expressed.

City of Greater Geelong Climate Change Adaptation Strategy
**VICTORIAN CLIMATE CHANGE ACT**

*It is expected that Local Government will state in the Municipal Public Health and Wellbeing Plan how they have had regard to climate change, in order to demonstrate they have met their obligations under the Climate Change Act.*

Section 14: Schedule 1

**Having regard for climate change in the Geelong Public Health & Wellbeing Plan**

The health impacts of climate change are usually divided into direct and indirect impacts.

Direct impacts are those that occur immediately and suddenly during or after a climate change event and typically affect physical and mental health. Examples might include injury, illness or death caused by extreme weather events. Traumatisation may also be considered a direct effect.

Generally direct health impacts of a climate change event will be addressed in emergency management response plans such as the Municipal Heatwave Plan and the Municipal Emergency Management Plan.

Indirect impacts are those that occur gradually or later in time after a climate change event and might even be geographically distant from an event. Examples might include the spread of disease, respiratory illness due to reduced air quality or anxiety and other mental illnesses caused by impacts on livelihoods during drought (Fuenfgeld, 2013).

Indirect health impacts, which may cause changes to the determinants of health or the conditions of daily living may exacerbate existing health vulnerabilities and inequalities, and have been considered throughout this plan.
CITY OF GREATER GEELONG DEMOGRAPHIC & HEALTH PROFILES

To inform the development of the Geelong Public Health & Wellbeing Plan 2013-2017, the City of Greater Geelong has prepared the following data resources:

City of Greater Geelong Demographic Profile
The Demographic Profile was populated using data from the Census of Population and Housing and presented on profile. The Census is the largest statistical collection undertaken by the Australian Bureau of Statistics and was last conducted on 9 August 2011.

City of Greater Geelong Health Profile
The Health Profile has been populated using data compiled and presented by Community Indicators Victoria (CIV). The CIV framework is based on a set of approximately 80 community wellbeing indicators, covering a broad spectrum of community life.

FAST FACTS

<table>
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<th>Fast Fact</th>
<th>Details</th>
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<tr>
<td>Est. resident population*</td>
<td>217,574</td>
</tr>
<tr>
<td>Area</td>
<td>1,247km2</td>
</tr>
<tr>
<td>Population growth rate*</td>
<td>0.95 per cent</td>
</tr>
<tr>
<td>Population born overseas*</td>
<td>15.9 per cent</td>
</tr>
<tr>
<td>Population age structure*</td>
<td>0-17yrs: 22.3 per cent 18-59 yrs: 54.9 per cent 60+ yrs: 22.8 per cent</td>
</tr>
<tr>
<td>Average household size</td>
<td>2.4 persons</td>
</tr>
<tr>
<td>Rateable properties</td>
<td>110,448</td>
</tr>
<tr>
<td>Number of businesses in municipality**</td>
<td>16,175</td>
</tr>
<tr>
<td>Labour force, municipality**</td>
<td>101,040</td>
</tr>
<tr>
<td>Trade through Geelong Port</td>
<td>15.4M tonnes</td>
</tr>
<tr>
<td>Coastline and rivers</td>
<td>45km of coastline, 120km of streamside frontages</td>
</tr>
<tr>
<td>Wetland reserves</td>
<td>114 individual wetlands totalling 11,639 hectares</td>
</tr>
<tr>
<td>Open space for sports and recreation</td>
<td>900 pieces of open space comprising 17,000 hectares. This includes 84 formal recreation reserves, 46 netball courts, 163 tennis courts, 11 shared courts and 12 skate parks.</td>
</tr>
<tr>
<td>Trees</td>
<td>120,000 maintained annually</td>
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<tr>
<td>Roads</td>
<td>2,057km</td>
</tr>
<tr>
<td>Off road paths (bike and walking trails)</td>
<td>200km</td>
</tr>
<tr>
<td>Council buildings maintained</td>
<td>800</td>
</tr>
<tr>
<td>Public toilets maintained</td>
<td>140</td>
</tr>
<tr>
<td>Libraries</td>
<td>13 plus one mobile library</td>
</tr>
<tr>
<td>Neighbourhood houses</td>
<td>14</td>
</tr>
<tr>
<td>Public playgrounds</td>
<td>281</td>
</tr>
<tr>
<td>Annual overnight and day-trip tourists including the Otways</td>
<td>6.4 million</td>
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* id Profile and Population forecast, June 2011
** CoGG Economic Indicators Bulletin 2012

For full copies of the City of Greater Geelong Demographic and Health Profiles, please go to www.geelongaustralia.com.au/community/health or contact Council Customer Service on 5272 5272.
COMMUNITY ENGAGEMENT

According to the Public Health and Wellbeing Act 2008, Council’s “municipal public health and wellbeing plan must provide for the involvement of people in the local community in the development, implementation and evaluation of the public health and wellbeing plan”.

The following consultation processes have been used to achieve this aim:

Citizen engagement

In late 2012, the City undertook a community engagement process to inform the development of City Plan (see page 10 for more information about City Plan).

561 people participated in the process both online and through a series of workshops (see below). A total of 9888 individual comments were received.

“Each issue raised by a person was given equal weight, and as far as possible classified under each of the City Plan Strategic Directions: Community Wellbeing; Growing the Economy; and Sustainable Built and Natural Environment. In addition, comments were received about the general operations of Council, its decisions and implementation. These were classified under a Governance heading” (City of Greater Geelong, 2013a).

Stakeholder engagement

As part of the G21 Region Health and Wellbeing Strategy development, a stakeholder session was held in late May 2013 to discuss the key issues that should be considered in the development of the Geelong Public Health & Wellbeing Plan.

A number of organisations were represented on the day including:

- City of Greater Geelong
- Department of Health
- Department of Education and Early Childhood Development
- Department of Planning and Community Development
- Barwon Health
- Bellarine Community Health
- Leisure Networks
- Barwon Medicare Local
- Vision Australia
- Food Skil
- The Grinter Garden
- Lara Community Garden
- Active After School Communities Program
- The CO-OPs Collaboration (Deakin University)

STAGE ONE OF THE CITY PLAN ENGAGEMENT PROCESS

- An initial workshop with City of Greater Geelong Council
- Six community workshops at Belmont, Drysdale, Geelong CBD, Hamlyn Heights, Lara and Norlane
- Tailored workshops with Indigenous, disability groups and ethnic communities
- A dedicated website including online forum (across 6 questions) and survey
- A hardcopy survey (featuring the same questions as the online survey), and
- One workshop involving City of Greater Geelong leadership (managers and coordinators).

Geelong Public Health & Wellbeing Planning Group

An internal working group was formed in March 2013 and met monthly to support and guide the development of the Geelong Public Health & Wellbeing Plan.

The group was made up of Council officers representing the following departments within the organisation:

- Aged and Disability Services
- Recreation and Open Space
- Parks and Support Services
- Community Development
- Engineering Services
- Health and Local Laws
- Corporate Strategy
- Family Services
- Environment and Waste Services
LAYOUT OF THE PLAN

The Geelong Public Health & Wellbeing Plan is based on the Victorian Public Health and Wellbeing Plan 2011-2015, but has been adapted to suit the local context and maintain alignment with City Plan 2013-2017 and the G21 Region Public Health and Wellbeing Strategy.

As well as demonstrating how the City of Greater Geelong already works to improve health and wellbeing, it is also a plan of action for the next four years.

The plan operates on three levels:

Guiding principles for health and wellbeing planning

The core values and philosophy that have been used to develop this plan and will guide our future decisions.

Improving how we do business in health and wellbeing

Actions designed to improve our ability to address local health and wellbeing needs.

Health and wellbeing priorities

The key health behaviours we aim to address in partnership with our stakeholders and the community. These are:

- accessible and nutritious food
- physical activity and active communities
- social inclusion and community connectedness
- reducing harm from alcohol, drugs and problem gambling, and
- reducing tobacco use.

ACTION GUIDES

An Action Guide has been developed for each health and wellbeing priority and includes:

- a quick snapshot of the issue
- evidence that highlights the need for action
- a list of actions we aim to achieve over the next four years to address the issue
- indicators that will be used to monitor change at the population level, and
- a list of desired outcomes.

A similar guide has been included for the ‘improving how we do business’ section of the plan.

Actions will become part of our business plans and will be reported to Council on an annual basis as part of the ongoing monitoring and review of the plan.

A framework summarising the layout of the plan has been included in Appendix 2.
Part 2. ACHIEVING OUR OBJECTIVES: THE NEXT FOUR YEARS

City Plan vision for ‘Community Wellbeing’

Healthy Together Geelong: to enhance health, wellbeing and quality of life of Greater Geelong communities.
City Plan strategic priorities for ‘Community Wellbeing’

The City of Greater Geelong City Plan 2013-2017 commits us to addressing three priority areas over the next four years.

**HEALTHY LIFESTYLES**
We will work with individuals, families and communities to encourage healthy lifestyle choices.

**HEALTHY ENVIRONMENTS**
We will provide safe and vibrant physical environments and infrastructure to support healthy living and connected communities.

**CONNECTED, CREATIVE & STRONG COMMUNITIES**
We will facilitate programs and events that encourage increased participation in community life.

Regional health and wellbeing priorities

The following three priorities have been selected for the G21 region to work on collaboratively for the next four years.

**PHYSICAL ACTIVITY**
To increase levels of physical activity across our population and evidence of which environments provide the most preferred opportunities to a range of groups in our community.

**COMMUNITY CONNECTEDNESS/SOCIAL INCLUSION**
To capture the economic, social and educational benefits in delivering on shared action involving the community directly with key organisations and businesses and an innovative way to communicate the importance of our ‘collective impact’ story about community connectedness and social inclusion to key decision and policy makers.

**THE EVIDENCE BASE**
To develop a secure, highly reliable and credible evidence base and the broadest range of well-informed stakeholders understanding and accounting for their role in the health and wellbeing status across the region.
**Desired outcomes**

Our aim is to achieve improvements in health outcomes at an individual, organisational, community and, in the longer term, societal level.

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<tr>
<th>INDIVIDUALS &amp; FAMILIES:</th>
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<tbody>
<tr>
<td>- improved physical and mental health</td>
<td>- are safe, accessible and inclusive</td>
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<tr>
<td>- more socially connected</td>
<td>- have policies and structures in place to support healthy lifestyles</td>
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<tr>
<td>- more involved in community and group activities</td>
<td>- promote respect for all</td>
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<td>- more physically active</td>
<td>- adhere to local laws and regulations</td>
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<tr>
<td>- eat more fruit and vegetables</td>
<td>- improved productivity and lower absenteeism</td>
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<td>- increased access to affordable, nutritious, culturally appropriate safe food</td>
<td>- greater workforce retention</td>
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<td>- increased partnerships</td>
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<tr>
<th>COMMUNITIES:</th>
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<td>- improved healthy lifestyles</td>
<td>- appropriate resource allocation to support healthy lifestyles</td>
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<td>- increased community connectedness</td>
<td>- a sustainable and resilient food system</td>
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<td>- increased levels of volunteering</td>
<td>- citizens who actively engage in a positive food culture</td>
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<td>- reflect awareness of health issues</td>
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<td>- more resilient to societal and environmental change</td>
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GUIDING PRINCIPLES FOR HEALTH & WELLBEING PLANNING

The following principles have been developed to guide our planning and decision making. The principles are based on the social model of health (see page 7) and have underpinned the development of the Geelong Health and Wellbeing Plan 2013-2017.

Address the environmental, social and individual determinants of health
Consider the most basic needs that impact on health including housing, education and employment.

Embrace an equity approach aimed at reducing social and health inequalities and disparities of access
Help all individuals, families and community groups to benefit from living, learning and working in a health promoting environment.

Explicit consideration of diversity including gender, culture, ethnicity, age, disability and sexual orientation
Be sensitive to differences and adapt strategies to accommodate this.

Emphasise active consumer and community participation
Encourage people to have a say about what influences their health and wellbeing and what would improve it.

Empower individuals and communities
Help people and communities identify the resources necessary to take control of their own lives.

Base activities on the best available data and evidence
Adopt evidence based strategies that target the whole population as well as specific population sub groups, particularly those facing the greatest barriers.

Work in partnership
Work at a regional and local level and across multiple sectors to achieve the greatest impact on health.

Consider health impacts of climate change
Build awareness and understanding of the health and social impacts of climate change.

NB: Principles adapted from the Integrated Health Promotion Resource Kit (Department of Human Services, 2008a), the Sustainable Communities: Infrastructure Guidelines (City of Greater Geelong, 2010) and the Toronto Charter for Physical Activity: A Global Call for Action (Global Advocacy Council for Physical Activity, 2010).
PRIORITY SETTINGS FOR ACTION

“Health and wellbeing are influenced by the places in which people live, learn, work and play. Engaging with individuals and families in these settings is often one of the most effective ways to enable people to make decisions that improve their health status and reduce their risk of ill-health” (Department of Health, 2011).

The priority settings for the Geelong Health and Wellbeing Plan have been selected to align with the Victorian Health and Wellbeing Plan 2011-2015. These are:

Local communities and environments

Local government has always had an important role in managing the built and natural environment. Our understanding of how this impacts upon health has become increasingly sophisticated since the development of the Environments for Health framework in 2001, but in many ways it has always been our core business.

Actions we may carry out to promote health include:
- master planning
- building of cycling and walking infrastructure
- improvement of community spaces
- management of parks, recreation and leisure centres and facilities
- support for community markets
- major and minor events
- public art installations

Most actions in this setting seek to address the needs of both people and place for maximum impact.

Workplaces

Nearly three million Victorians are in full or part-time work (Australian Bureau of Statistics, 2011). With employees spending about one third of their total hours at work, the workplace provides significant opportunities for promoting health and wellbeing (Department of Health, 2011). Being part of a workplace also plays an important role in helping individuals to maintain income security and feel connected.

Historically, the City of Greater Geelong has worked to support industry with the aim of enhancing the local economy and securing employment. However, with the introduction of Healthy Together Geelong and the Victorian Prevention and Health Promotion Achievement Program, this role has been greatly expanded (see Appendix 3 for more information).

Early childhood and education settings

“As children and young people develop the knowledge, skills and behaviour for lifelong health and wellbeing, preventive efforts focussed early in life are likely to be effective and long-lasting.” (Department of Health, 2011)

As a local government, we have a vital role to play in creating communities for children to ensure they get the best possible start in life. This is achieved in numerous ways including: health promotion activities within Maternal and Child Health services; delivery of child care, kindergarten services and playgroups; addressing the needs of vulnerable populations through projects like Best Start; facilitating affordable child and family-friendly events; and creating and maintaining natural and recreation play spaces.

With the adoption of Kids - ‘Go For Your Life’ in Geelong in 2006, the role of the City in promoting health in this setting was greatly expanded. The introduction of Healthy Together Geelong in 2011 has seen an evolution of this work in schools and early learning centres through the application of the more holistic Victorian Prevention and Health Promotion Achievement Program (Appendix 3).
There are many different ways that local government works to improve health and wellbeing.

Some of these actions fulfil our obligations outlined in the Local Government Act and are therefore core business. Other activities are funded and directed by other levels of government. Finally, as the level of government most closely aligned with the community, we have a vital role in responding to local needs.

This section of the plan describes what we currently do to support health and wellbeing. It is organised under the following subheadings:

- **Health protection**
- **Keeping people well**
- **Strengthen preventive health**

These subheadings have been chosen to be consistent with the Victorian Health and Wellbeing Plan 2011-2015.
What is the City of Greater Geelong already doing?

**HEALTH PROTECTION**

There are a number of legislative and regulatory mechanisms that guide the work of local governments in protecting public health. These include:

- Public Health and Wellbeing Act 2008
- Tobacco Act 1987
- Food Act 1984
- Children’s Services Regulations
- Aged Care Regulations

Whilst regulation is one way we protect the health of the community, staff work in a range of different settings and utilise a number of methods.

Environmental Health Officers are highly effective change agents who use statutory regulation, applied risk management and education in their roles. Their work encompasses a broad range of responsibilities, including food safety, disease control, environmental protection and sustainability, community safety and amenity, emergency management and tobacco and liquor laws.

Animal Control and Local Laws Officers protect the safety and amenity of local neighbourhoods through animal and pest control, traffic safety and school crossings, litter enforcement and regular patrols to ensure safe public spaces. They have a major role encouraging responsible pet ownership and balancing the needs of the community with the significant health benefits of companion animals.

Some of the key ways we work to protect health and wellbeing in Geelong communities include:

### Safe and healthy environments

- Application of education and statutory measures to manage the quality of air, water and soil for new and existing developments.
- Management of ‘off-leash’ areas for dogs encouraging physical activity and social connection amongst pet owners.
- Monitoring of rooming houses and accommodation businesses.
- Providing community information about potential hazards such as asbestos and lead.
- Implementing community safety initiatives to enhance perception of safety in Geelong and the Geelong Regional Liquor Licensing Accord.

### Licensing and regulation

- Assessing social and economic impacts when considering applications for liquor and gaming licences.

### Communicable disease prevention and control

- Investigating cases of notifiable diseases and implementing preventative measures to reduce the risk of further illness.
- Monitoring communicable disease trends to identify opportunities for intervention and to prepare preventative strategies.
- Providing information and resources to the community and industry sectors to assist in the management of infectious diseases.
- Implementing an annual mosquito control and eradication program to reduce the risk of vector-borne diseases, such as Ross River Virus and *Mycobacterium ulcerans*. 
Management of ‘off-leash’ areas for dogs encouraging physical activity and social connection amongst pet owners.

- Educating the community about issues of local importance, such as the emergence of *Mycobacterium ulcerans*.
- Establishing research partnerships to further identify prevention opportunities.
- Establishing the Geelong Centre for Emerging Infectious Disease in partnership with Barwon Health, Deakin University and CSIRO (Australian Animal Health Laboratory).

**Immunisation**

- Delivering national immunisation program services through the Family Services Department and Barwon Health.
- Monitoring community vaccination rates to identify areas for improvement and target promotional activities.
- Educating the community about blood-borne viruses and infection control in personal care and body art premises and promoting the Hepatitis B vaccine for staff and patrons.

**Food safety**

- Inspecting and monitoring retail food premises in the community to ensure premises are meeting their legal obligations regarding food hygiene and safety.
- Monitoring and reviewing quality assurance programs to ensure all food safety risks are being appropriately managed in services catering to vulnerable individuals, such as childcare centres and aged care facilities.
- Delivering education programs for food handlers and proprietors to encourage compliance with food hygiene legislation and continuous improvement in practices.
- Supporting community groups who wish to sell or provide food to the public, and helping them to meet legislative requirements.
Incident and emergency response

- Planning and delivering response and recovery operations during an emergency – an important role with climate change expected to increase the frequency and magnitude of a range of natural emergency events, including bushfires, floods and heatwaves.
- Collaborating with State and Federal Governments, emergency services, and community groups.
- Carrying out regular emergency management exercises to test preparation and aid with future planning.
- Establishing the Municipal Emergency Control Centre (MECC) under the direction of Victoria Police, during an emergency.
- Undertaking post-impact assessments and recovery activities to support the community to ‘return to normal’.
- Preparing emergency management plans for specific scenarios, including influenza pandemics and heatwaves.

Partnerships

- Establishing and contributing to professional networks regarding ‘best practice’ in health protection.
- Contributing to multidisciplinary approaches addressing complex and sensitive issues, such as hoarding and homelessness.

Children’s services

- Complying with regulations and service quality standards within Council’s child care services (which include City Learning and Care, Family Day Care, Occasional Child Care and Outside School Hours Care) to maintain healthy environments for children.

Complying with regulations and service quality standards within Council’s child care services to maintain healthy environments for children.
What is the City of Greater Geelong already doing?

KEEPING PEOPLE WELL

Health promotion is the process of enabling people to increase control over the determinants of health and thereby improve their health (Australian Health Promotion Association, 2013). The goal is to increase the factors that build wellbeing and protect health, and reduce the factors that put individuals and communities at risk of illness and create threats to wellbeing.

Health behaviours, be they health supporting or health detracting, are complex. The social determinants of health (see page 7) provide a way of thinking about the factors that impact upon health, however it is important to understand that these influences are “operating at individual, societal and systemic levels, and at different stages of wellbeing.” (Department of Health, 2011). Additionally, none of these issues stand alone. For example, employment status as a determinant of health may impact on a range of behaviours (from food choices to social connectedness) for the individual and their family.

Partnerships are vital to success as many of the influences on health and wellbeing exist outside of local government’s direct control.

Some of the key ways we work to ‘keep people well’ include:

Healthy lifestyles

- Delivering health promotion and education programs, services and events such as Best Start, SunSmart, Walk2School and Ride to Work Day.
- Providing a wide range of recreational, sporting, community, health and fitness facilities that include indoor leisure centres, outdoor swimming pools, golf courses and sport and entertainment centres.
- Delivering programs for target populations, such as the Youthlinx personal development programs for young men and women.
- Supporting work of local initiatives such as ‘FoodSkil’ 2&5 social enterprise in the north of Geelong and Port Produce Project on the Bellarine.
- Providing information and education about healthy lifestyles through services, such as the Maternal and Child Health Service.
- Helping older people build their capacity and maintain independence through incorporation of the Active Service framework into services provided through Aged and Disability Services.

Healthy environments

- Providing and maintaining important community spaces such as libraries, open spaces, playgrounds and sporting fields.
- Implementing community safety initiatives covering a broad range of areas including licensed venues, injury prevention, road safety and emergency management.
- Improving the natural and built environment through revegetation programs and urban revitalisations projects.
- Creating more welcoming environments for people from diverse backgrounds through strategies and projects, such as the Multicultural Action Plan and the GASP project for same sex attracted and sex and gender diverse young people.
- Advocating for better public transport through the Street Access Committee.
- Developing responses to priority transport gaps including use of electronic mobility aids.
- Improving opportunities for active transport through ongoing construction and maintenance of safe walking and cycling routes.
- Working with local communities and stakeholders to minimise or remove negative impacts of commercial, industrial, recreational or passive land use activities on health and well being.
Connected, creative and strong communities

- Providing support for parents and families through programs and services such as the Regional Parenting Service, supported play groups and school holiday programs.
- Developing a strong, diverse and growing economy with sustainable employment growth through initiatives such as Enterprise Geelong and the Small Business Festival.
- Supporting key community organisations such as neighbourhood houses, senior citizens clubs, men’s sheds and sporting clubs as important local assets where people can maintain their social connections and be part of their local community.
- Providing financial and in-kind support to community groups through programs such as the Community Grants Program and the Arts Bulletin.
- Supporting and delivering community events, such as Children’s Week, the Geelong Seniors Festival, SKAART Festival, RUOK day and Pako Festa.
- Supporting arts and cultural activity in the municipality through delivery of services, information, programs, festivals and events.
- Continuing partnerships with key cultural institutions, such as Courthouse Arts and the Geelong Gallery.
- Providing ongoing support for place-based initiatives.
- Advocating on key issues such as family violence, which is being addressed through the G21 Accord to Prevent and End Violence Against Women.
- Improving links and information sharing within local communities through networks such as the CAOS Network, the Geelong Hoarding Network and the Geelong Interfaith Network.
- Improving access to community information through initiatives such as the Community Directory and Community Update.

Supporting and delivering community events, such as Children’s Week, the Geelong Seniors Festival, SKAART Festival, RUOK day and Pako Festa.
What is the City of Greater Geelong already doing?

STRENGTHEN PREVENTIVE HEALTH CARE

According to the Victorian Public Health and Wellbeing Plan 2011-2015, preventive health care is largely about screening. Screening is an important part of a preventive health system as it aims to find precursors to, or early stages of, disease before it causes symptoms. This is when treatment can be most effective. Screening is offered to people who may have an increased risk of a particular disease because of their age, gender or other factors.

Services delivered by the City of Greater Geelong have a fairly small role to play in screening. However, most services provided by local government play a vital role in early intervention – that is assessing risks and intervening early to tackle existing or emerging problems that may affect the health and wellbeing of those receiving our services. Examples of how we do this are given below.

**Children’s Services**

- As well as health promotion and education, all children attending our Maternal Child Health service are given health and developmental checks and referred to other appropriate services where required.
- Staff within our child care and kindergarten services (including City Learning and Care, Family Day Care, Occasional Child Care and Outside School Hours Care) assess the development of children attending the centre and provide support, advice, and education for parents where required.
- We create networks and linkages between local early childhood, allied health, and family support services to improve service coordination and integration, build partnerships and improve outcomes for children, families and communities.
- We monitor local data against key early childhood health and development indicators to identify local issues requiring intervention.

**Youth Services**

- Our Youth Development Unit plays a crucial role in providing supported pathways for young people to access services including GPs, mental health services, drug and alcohol support, school welfare officers, housing support and general wellbeing services with appropriate referrals made when required.
- Our Youthlinx program provides ongoing personal support and advocacy where appropriate, to young people, who have been part of the program.

**Aged and Disability Services**

- As part of the Home and Community Care (HACC) and Community Aged Care Package (CACPs) programs we provide a Living at Home Assessment service which covers:
  - health behaviours - nutrition, smoking, alcohol use and physical activity
  - health needs - health conditions, falls risk, vision and hearing impairments
  - needs for assistance with activities of daily living and accommodation, and
  - financial needs.

From this assessment, clients are referred to experienced health professionals where required to prevent longer term impacts to health and wellbeing.

- In line with positive ageing and WHO age-friendly cities concepts, we promote accessibility and inclusion in our planning and delivery of services which helps to prevent lifestyle and health-related issues.
WHAT DOES THE CITY OF GREATER GEELONG PLAN TO DO?

1. Improving How We Do Business in Health & Wellbeing
2. Accessible & Nutritious Food
3. Physical Activity & Active Communities
4. Social Inclusion & Community Connectedness
5. Reducing Harm From Alcohol, Drugs & Problem Gambling
6. Reducing Tobacco Use
This section of the plan sets out what we plan to achieve over the next four years. When reading this section of the plan, it is important to note the following:

**Links to existing plans and strategies**

Our organisation has a number of important plans and strategies that guide our work in health and wellbeing (see list on page 10).

It is not the intention of this plan to reproduce actions we have already committed to in other plans. Rather, the aim is to look for new opportunities and those where an increased level of focus on a particular issue has the potential for greater gains.

Where possible, we have referred to local plans and strategies relevant to the issue being covered.

**How does it relate to what the City of Greater Geelong already does?**

The actions that are listed here are additional to the work the organisation is currently doing to support health and wellbeing (see page 23 for more information).

For ease of use, we have created the following ‘Action Guides’ to frame the actions. As well as being part of the Geelong Public Health & Wellbeing Plan 2013-2017, each Action Guide has also been written as a stand-alone document.

**What does the plan seek to change?**

- **Action Guide 1** is focused on the City of Greater Geelong as an organisation and changes that we can make to help us better address health and wellbeing needs.

- **Action Guides 2-6** are focused on particular health priorities. For each priority, we have listed a number of measures that we will use to help us monitor our progress. To be consistent with City Plan, these measures have been categorised as follows:

  - **DIRECT**: Council has a direct influence on the measure result
  - **INFLUENCE**: Council has an influence on the measure result but other external factors outside our control also impact it
  - **MONITOR**: Council has no influence on the measure result but monitors it to assist in future planning
There is growing evidence worldwide that continuing with a single-issue programmatic approach to prevention, particularly in relation to complex challenges such as obesity, is likely to have limited effect on improving population health outcomes and on reducing health disparities.¹

To improve how we do business to enhance health and wellbeing will require: leadership; an evidence focus (or information systems); partnerships; community participation and engagement; resource allocation and workforce development.²
Why a systems approach to health and wellbeing?

‘The government is seeking to position Victoria as a world leader in prevention’. The Victorian Health and Wellbeing Plan 2011-2015

To achieve improvements in health outcomes at a population level, a system is required that delivers a responsive, integrated and coordinated approach.

Consistent with WHO recommendations, the approach to developing a prevention system in Victoria focuses on five major ‘system building blocks’ or enablers.

These are:

- governance and leadership
- information systems
- financing and resource allocation
- partnerships, and
- workforce development.

In 2009, the International Council for Local Environmental Initiatives (ICLEI) developed the ‘Cities for Safe and Healthy Communities’ program that categorised the key action mechanisms available to local government to foster healthy communities. Whilst similar to the WHO ‘system building blocks’ they identified other mechanisms of local government influence as follows:

- land use and urban planning
- licensing and regulation
- community engagement
- facilitation, advocacy and leadership, and
- workforce development.

To accommodate both the similarities and differences in these two ways of addressing preventive health, we will demonstrate commitment and support initiatives across the following five WHO ‘system building blocks’ and three ICLEI mechanisms.

Strategic actions

Governance and leadership

1.1 Support and strengthen a chain of leadership that understands and champions the integration of health and wellbeing across all Council business and decision making areas which includes the Mayor and Councillors, the Chief Executive Officer, the Executive Management Team and the Community Wellbeing Arena in addition to staff across the organisation.

1.2 Develop a governance structure that will support the implementation and review of the Geelong Public Health & Wellbeing Plan.

1.3 Develop a health and wellbeing policy that formally endorses the guiding principles of the Geelong Public Health & Wellbeing Plan to inform all council decision making.

1.4 Review the organisation’s preparedness for the challenges presented by climate change and urban heat impacts, particularly in relation to vulnerable populations.

Information systems

1.5 Demonstrate accountability for health and wellbeing outcomes by:

- providing a common evidence base for guiding action
- informing council decision making, and
- demonstrating accountability at all levels.
The City of Greater Geelong is committed to building the capacity of the organisation to more effectively address the health and wellbeing needs of our community.
1.6 Develop a system for reporting and monitoring implementation of the Geelong Public Health & Wellbeing Plan that aligns with other council reporting processes

1.7 Develop a system that will allow people of all abilities to access Council information

Partnerships

1.8 Facilitate a process that will allow the Geelong Public Health & Wellbeing Plan to evolve into a municipal-wide plan.

1.9 Develop a partnership engagement strategy to define the role of external agencies in the development, implementation and monitoring of the Geelong Public Health & Wellbeing Plan.

Community engagement

1.10 Develop a strategy to ensure meaningful and respectful community engagement in decisions affecting the health and wellbeing of citizens.

Financing and resource allocation

1.11 Opportunities for funding will be explored for each phase of the Geelong Public Health & Wellbeing Plan. This includes resources and timeframes to:

- gather and analyse data
- engage the community and stakeholders
- determine priorities and evidence based interventions
- support implementation
- carry out monitoring and evaluation

Workforce development

1.12 Develop a workforce development strategy that identifies the core skills and competencies required across the organisation to support health and wellbeing planning.

Land use and urban planning

1.13 Ensure the Municipal Strategic Statement supports the development of healthy and safe environments.

1.14 Continue to highly regard regional facility developments that promote informal social and recreational opportunities for all abilities.

Licensing and regulation

1.15 Identify opportunities to use local government fiscal and regulatory powers to increase healthy environments that support improved health and wellbeing outcomes.

References


3. ICLEI Oceania – Local Governments for Sustainability, 2009, Cities for Safe and Healthy Communities: Alcohol-related harms management, ICLEI Oceania, Melbourne
Desired outcomes

AN ORGANISATION THAT:

- has leaders that understand and champion the integration of health and wellbeing
- has endorsed policies and structures to support the integration of health and wellbeing
- considers health and wellbeing in all decision making processes
- uses evidence based information in decision making
- ensures staff have the required skills to integrate health and wellbeing across all council business
- has established collaborative relationships with partner organisations to support the achievement of health and wellbeing outcomes
- engages the community in planning and decision making that impacts upon their health and wellbeing
- creates environments supportive of health outcomes, and
- leads the agenda on health and wellbeing issues impacting on the local community.
Healthy eating is the foundation of a healthy population and a productive workforce. The health and wellbeing of individuals and populations can be significantly improved by better nutrition which can also decrease chronic disease and associated healthcare costs for society.

The City of Greater Geelong can play an important role in supporting healthy eating by helping residents to access healthy food and developing practical long-lasting strategies to tackle food insecurity and low fruit and vegetable consumption.
Geelong strategies, policies and programs

Key strategies, policies and programs that are already guiding the organisation’s work on this issue include:

- Healthy Eating Action Plan
- Municipal Early Years Plan
- Multicultural Action Plan
- Corio Norlane Structure Plan 2012
- Climate Change Adaptation Strategy
- Rural Land Use Strategy
- Future Proofing Geelong / Low Carbon Growth Plan
- Healthy Together Geelong

Why is accessible and nutritious food a health and wellbeing priority?

- 55.7 per cent of adults living in Geelong do not eat sufficient fruit and vegetables to meet their nutritional requirements.2
- It has been estimated that inadequate fruit and vegetable intake is responsible for 30 per cent of coronary heart disease, 20 per cent of gastrointestinal cancer and 14 per cent of stroke.1
- Unhealthy eating contributes to chronic diseases. The proportion of people in Geelong with diabetes, high cholesterol and overweight/obese is higher than the Victorian average.3
- 53.8 per cent of people living in the City of Greater Geelong are overweight or obese. This is higher than the Victorian average of 48.54 per cent.1 Obesity levels are higher in areas of socioeconomic disadvantage.3
- Soft drink consumption has been linked to unhealthy weight. More people in Geelong drink soft drink daily as compared to the Victorian average.3
- Fast foods have a higher energy density, higher levels of fat and salt and are served in larger portions than food prepared at home. Areas of socioeconomic disadvantage in the City of Greater Geelong have 2-2.5 times as many fast food outlets as those in higher socioeconomic status.4
- Groups most at risk of food insecurity include women; young people; people with low income; and those in rural and regional Victoria or living in unstable housing. In the City of Greater Geelong, areas of socioeconomic disadvantage have higher proportions of these groups in their communities.6
- One in 20 Victorians have reported running out of food and being unable to purchase more - a measure of food insecurity. Local evidence suggests that up to 1 in 6 people in at-risk populations may be food insecure.8
- 96 per cent of surveyed community support agencies in the City of Greater Geelong identify food insecurity as an issue for their clients.8
- The local issues consistently identified as barriers to accessing nutritious food are: the high cost of healthy food; low density of nutritious food outlets; and associated transport challenges.8
- Local food production contributes significantly to the economy and impacts nutritious food access. The number of outdoor fruit and vegetable producers in the City of Greater Geelong has decreased by 25 per cent and 33 per cent amongst cattle and sheep producers in the past 20 years. The proportion of commercially farmed land has decreased by 14 per cent in this period.6
- The City of Geelong’s current population is approximately 220,000. By 2031, the City of Greater Geelong is forecast to have a population increase of 35 per cent, increasing the demand for food. Residential developments are planned for a number of rural areas where arable land exists, reducing local capacity to produce food.

Action Guide 2:
ACCESSIBLE & NUTRITIOUS FOOD
Partnerships

The key organisations that the City of Greater Geelong will work with to help achieve the actions outlined in this plan include:

- Bellarine Community Health
- Barwon Network Neighbourhood Houses
- Barwon Health
- Local settings including schools and early childhood services and workplaces
- Local Social Food Enterprises
- Department of Health
- G21 Food Security Network
- Department Education and Early Childhood Development
- Community Gardens Network

Strategic actions

Healthy lifestyles

2.1 Implement all five components of the Healthy Food Connect framework to improve a healthy food supply and access to address identified nutrition issues for subpopulation groups, especially vulnerable populations.

2.2 Implement Healthy Together Geelong health promotion initiatives for early childhood services, schools and workplaces that support healthy eating, as well as implementing community based programs that include initiatives to encourage healthy eating.

The City of Greater Geelong will work to improve the supply of and access to a variety of affordable, culturally appropriate, safe and nutritious foods to meet the communities’ dietary needs.
Healthy environments

2.3 Develop and implement a food policy for Geelong that addresses all facets of the food system, including the socioeconomic determinants of health and the impact of climate change.

2.4 Ensure the Municipal Strategic Statement contains healthy built environment components that support healthy food access through local level retail provision.

2.5 Integrate ‘The Food Sensitive Planning and Urban Design’ principles into planning processes for existing and future urban growth areas.

2.6 Identify opportunities to use local government fiscal and regulatory powers to increase supply of healthy food and decrease supply of unhealthy foods.

2.7 Ensure that sites for access to nutritious foods are identified, zoned or designated in precinct or structure planning processes within council.

2.8 Develop the ‘Greater Geelong Healthy Choice Strategy’ to increase access to nutritious foods.

Connected creative and strong communities

2.9 Develop and implement a ‘Local Food Culture’ strategy that promotes the City of Greater Geelong as a diverse and active food producing region.

2.10 Build the capacity of the Emergency Food Relief Network to improve service coordination and increase access to nutritious foods for vulnerable groups.

2.11 Support home gardening, urban agriculture, neighbourhood orchards and community gardens in specific communities.

Additional resources*

- National Food Plan (2013)
- Healthy Together Victoria (HTV)
- Supporting Healthy Eating: Local Government Action Guide No. 7
- Food for All: How local government is improving access to nutritious food
- Get Up & Grow: Healthy Eating and Physical Activity Guidelines for Early Childhood Settings

*See appendix 4 for more information

References


6. Bellarine Community Health 2013, Healthy Food Connect Geelong: Access to Healthy Food For All


### Progress indicators

<table>
<thead>
<tr>
<th>TYPE</th>
<th>INDICATOR</th>
<th>TARGET</th>
<th>GEELONG BASELINE DATA</th>
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<td>M</td>
<td>Percentage of persons identifying that they had run out of food in the past 12 months and couldn’t afford to buy more</td>
<td>Decrease</td>
<td>3.6 per cent food insecure in the municipality(^{10})</td>
<td>Victorian Population Health Survey, 2008 (DH)</td>
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<tr>
<td>I</td>
<td>Percentage of fruit and vegetable consumption in adults</td>
<td>Increase</td>
<td>55.7 per cent population do not meet fruit and vegetable consumption guidelines(^{10})</td>
<td>Victorian Population Health Survey, 2008 (DH)</td>
</tr>
<tr>
<td>I</td>
<td>Recommended intake of fruit consumption in adults</td>
<td>Increase</td>
<td>53.6 per cent population consume recommended intake of 2 serves of fruit per day(^{10})</td>
<td>Victorian Population Health Survey, 2008 (DH)</td>
</tr>
<tr>
<td>I</td>
<td>Recommended intake of vegetable consumption in adults</td>
<td>Increase</td>
<td>10 per cent population consume recommended intake of 5 serves of vegetables per day(^{10})</td>
<td>Victorian Population Health Survey, 2008 (DH)</td>
</tr>
<tr>
<td>I</td>
<td>Recommended intake of fruit and vegetable consumption in children</td>
<td>Increase</td>
<td>35.9 per cent of children aged 4-12 in the Barwon South West Region who eat at least the minimum recommended serves of fruit and vegetables each day(^{10})</td>
<td>Victorian Child Health and Wellbeing Survey, 2009 (DEECD)</td>
</tr>
<tr>
<td>I</td>
<td>Recommended intake of fruit and vegetable consumption in young people</td>
<td>Increase</td>
<td>21.7 per cent of young people aged 13-17 years in the Barwon South West Region eat at least the recommended serves of fruit and vegetables each day(^{10})</td>
<td>Adolescent Health and Wellbeing Survey, 2009 (DEECD)</td>
</tr>
</tbody>
</table>

**D** = Direct  Council has a direct influence on the measure result

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**M** = Monitor  Council has no influence on the measure result but monitors it to assist in future planning

### Desired outcomes

#### INDIVIDUALS & FAMILIES WHO:
- eat more fruit and vegetables
- have regular access to affordable, nutritious, culturally appropriate safe food from non emergency sources
- improved physical and mental health

#### ORGANISATIONS/CLUBS THAT:
- provide healthy food choices
- have policies and structures in place to improve access to nutritious food
- build collaborative partnerships with a range of stakeholders to improve access to nutritious food
- have improved productivity and lower absenteeism
- experience greater workforce retention

#### COMMUNITIES THAT:
- support and encourage healthy eating choices
- produce food sustainably
- protect agricultural land
- support local growers
- provide equitable access to nutritious food for all
- encourage nutritious food choices

#### A SOCIETY WITH:
- A sustainable and resilient food system
- Strong legislative platforms for improving the food system
- Appropriate resource allocation that reflects the value of nutritious food
- Citizens who actively engage in a positive food culture

---
Physical inactivity is a significant risk factor for poor health in Victoria. Overweight and obesity is closely linked to low levels of physical activity and poor eating habits.¹

Local governments can make it easier for people to be physically active by addressing the way that the built environment and public realm is designed. Planning for a healthy built environment puts the needs of people and communities at the heart of council decisions regarding spaces in which people live, work and play.¹
**Geelong strategies, policies and programs**

Key strategies, policies and programs that are already guiding the organisation’s work on this issue include:

- Greater Geelong Cycle Strategy
- Geelong Play Strategy
- Municipal Early Years Plan
- Aged and Disability Services Strategic Plan 2013-2017
- Geelong Major Events Strategy
- Study of Open Space Networks 2001
- G21 Sports Development Plan 2006
- Sustainable Communities Infrastructure Guidelines 2010
- Armstrong Creek Sports Development Plan 2103
- Healthy Together Geelong

**Why is physical activity a health and wellbeing priority?**

- Physical inactivity is the fourth leading cause of chronic disease and mortality such as heart disease, stroke, diabetes, cancers; contributing to over three million preventable deaths annually worldwide.²
- Physical inactivity also contributes to the increasing level of childhood and adult obesity.²
- Promoting active modes of travel such as walking, cycling and public transport can reduce harmful air pollution and greenhouse gas emissions, which are also known to negatively impact health.²
- Increasing investment in active travel provides more equitable mobility options.²
- Physical inactivity contributes substantially to direct and indirect health care costs and has a significant impact on productivity and healthy life-years.²
- Physical inactivity has been estimated to cost Australia more than $719 million a year³ and account for:
  - 6.6 per cent of the burden of disease and injury in Australia, rating second after tobacco smoking
  - 22 per cent of heart disease, 11 per cent of stroke, 14 per cent of diabetes and 10 per cent of breast cancer
  - 16,178 premature deaths per year in Australia.
- 53.8 per cent of people living in the City of Greater Geelong are overweight or obese. This is higher than the Victorian average⁵. Obesity levels are higher in areas of socioeconomic disadvantage.⁶
- 63.6 per cent of people living in the City of Greater Geelong are meeting recommended physical activity levels, meaning there are nearly 40 per cent of the municipality who are not engaging in 30 minutes or more of physical activity on most days of the week.⁴
- 65 per cent of children living in the City of Greater Geelong are physically active for at least one hour every day.¹
- Groups most at risk of physical inactivity include women, people with lower socioeconomic status, older adults, people born overseas, people with a disability and Indigenous Australians.⁸
- Local residents and other key stakeholders identified the following issues for council to focus on to improve healthy lifestyles: prevention and health promotion, improvement of walking and cycling paths and encouragement of active living.⁹
Partnerships

The key organisations that the City of Greater Geelong will work with to help achieve the actions outlined in this plan include:

- Bellarine Community Health
- G21 Health and Wellbeing Pillar
- Barwon Health
- Local sporting clubs and leagues
- Leisure Networks
- State and Federal Government
- Barwon Medicare Local
- Local settings such as workplaces, early learning and schools
- G21 Sport and Recreation Pillar

Strategic Goal

The City of Greater Geelong will work to promote participation in physical activity by supporting populations to engage in active travel, sport and active recreation.

Strategic actions

Healthy lifestyles

3.1 Develop and support implementation of the Geelong Region Physical Activity Strategy.

3.2 Implement Healthy Together Geelong health promotion initiatives for early childhood services, schools and workplaces that support active play and physical activity, as well as implementing healthy workplace and community based programs that include initiatives to reduce sedentary behaviour and promote active lifestyles.

Healthy environments

3.3 Ensure the Municipal Strategic Statement contains healthy built environment components that support active living.
3.4 Embed ‘Healthy by Design’ principles in Council planning processes to support active living in existing and future growth areas

3.5 Review the Open Space Strategy that supports opportunities for physical activity and active living and contributes to the health and wellbeing of the community

3.6 Develop an active transport plan that provides an ‘integrated accessible network of walking and cycling routes for safe and convenient travel to local destinations and points of interest’ (Healthy by Design)

Connected creative and strong communities

3.7 Establish a collaborative network with key stakeholders to address local barriers to active living, particularly in vulnerable communities

3.8 Work with sports clubs to encourage and facilitate the implementation of health promoting policies

3.9 Work with local sport and active recreation settings to address barriers to participation by vulnerable groups within our community.

Additional resources*

- Healthy Together Victoria (HTV)
- Increasing participation in physical activity: Local Government Action Guide No. 3
- VicHealth BE ACTIVE initiative
- G21 Regional Health and Wellbeing Plan 2013-2017

*See appendix 4 for more information

References


6. Healthy Together Geelong 2012, City of Greater Geelong Health and Wellbeing Profile


Progress indicators

<table>
<thead>
<tr>
<th>TYPE</th>
<th>INDICATOR</th>
<th>TARGET</th>
<th>GEELONG BASELINE DATA</th>
<th>MEASURE/SOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Percentage of adults participating in recommended levels of physical activity</td>
<td>Increase</td>
<td>63.6 per cent are currently meeting recommended levels(^{10})</td>
<td>Victorian Population Health Survey, 2008 (DH)</td>
</tr>
<tr>
<td>M</td>
<td>Percentage of adults who are overweight and obese</td>
<td>Decrease</td>
<td>53.8 per cent are overweight and obese(^{10})</td>
<td>Victorian Population Health Survey, 2008 (DH)</td>
</tr>
<tr>
<td>I</td>
<td>Percentage of adults walking or cycling to work</td>
<td>Increase</td>
<td>3.9 per cent of people living in Greater Geelong travelled to work by foot or bike on census day 2011(^{11})</td>
<td>Australian Bureau of Statistics, 2011</td>
</tr>
<tr>
<td>I</td>
<td>Sedentary behaviour (sitting for 7 or more hours a day)</td>
<td>Decrease</td>
<td>30 per cent of the municipality currently sit for 7 or more hours per day(^{10})</td>
<td>Vic Health Community Indicators Survey, 2011</td>
</tr>
<tr>
<td>D</td>
<td>Kilometres of off road paths (bicycle and walking) established by CoGG</td>
<td>Increase</td>
<td>Currently 200km of off road paths available(^{11})</td>
<td>City Plan 2013-2017</td>
</tr>
<tr>
<td>I</td>
<td>Percentage of children participating in the recommended levels of physical activity</td>
<td>Increase</td>
<td>62.8 per cent of children aged 5-12 in the Barwon South West Region do the recommended amount of physically active every day(^{12})</td>
<td>Victorian Child Health and Wellbeing Survey, 2009 (DEECD)</td>
</tr>
<tr>
<td>I</td>
<td>Percentage of young people participating in the recommended levels of physical activity</td>
<td>Increase</td>
<td>14.8 per cent of young people aged 13-17 years in the Barwon South West Region do the recommended amount of physically active every day(^{10})</td>
<td>Adolescent Health and Wellbeing Survey, 2009 (DEECD)</td>
</tr>
</tbody>
</table>

D = Direct Council has a direct influence on the measure result  
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Desired outcomes

<table>
<thead>
<tr>
<th>INDIVIDUALS &amp; FAMILIES WHO:</th>
<th>ORGANISATIONS/CLUBS THAT:</th>
<th>COMMUNITIES THAT:</th>
<th>A SOCIETY WITH:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• are more physically active</td>
<td>• are safe, accessible and inclusive</td>
<td>• support and promote active living</td>
<td>• strong legislative platforms for active living</td>
</tr>
<tr>
<td>• have improved self esteem</td>
<td>• have policies and structures to reduce sedentary behaviour and increase participation in physical activity</td>
<td>• provide walking and cycling routes that are safe and convenient</td>
<td>• appropriate resource allocation that reflects the value for physical activity</td>
</tr>
<tr>
<td>• spend less time online and watching TV</td>
<td>• address barriers to participation</td>
<td>• reflect awareness of health issues</td>
<td>• citizens who confidently access public spaces</td>
</tr>
<tr>
<td>• have more social connections</td>
<td>• have improved productivity and lower absenteeism</td>
<td>• are safe, accessible, inclusive and supportive</td>
<td>• reduced burden of disease</td>
</tr>
<tr>
<td>• are more involved in community and group activities</td>
<td>• have greater workforce retention</td>
<td>• have reduced traffic congestion</td>
<td>• have reduced carbon emissions</td>
</tr>
<tr>
<td>• have improved physical and mental health</td>
<td>• work in partnership to support active living</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>• have an increased sense of belonging</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Our social connections comprise people we know; the friends we confide in, the family we belong to, our work, sport or membership to clubs and the community we live in. The need to belong, be connected and engaged in group and civic activities are intrinsic to mental health and wellbeing.¹

The City of Greater Geelong can play an important role in supporting social inclusion and community connectedness by providing residents with opportunities to connect with others, join a group and be engaged in local activities.
**Action Guide 4:**

**SOCIAL INCLUSION & COMMUNITY CONNECTEDNESS**

**Geelong strategies, policies and programs**

Key strategies, policies and programs that are already guiding the organisation’s work on this issue include:

- Greater Geelong Community Safety Strategy
- GEEYOUNG: Youth Strategy
- Multicultural Action Plan
- Whittington Works Strategic Action Plan
- Aged and Disability Services Diversity Plan 2012-2015
- Corio Norlane Structure Plan 2012
- Disability Action Plan
- City of Greater Geelong Events Strategy

**Why is social inclusion and community connectedness a health and wellbeing priority?**

- By providing opportunities for people to connect with others, join a group and be engaged in local activities, councils can improve the mental health and wellbeing of their residents.²
- Communities with high levels of social cohesion, including participation by individuals in community organisations and activities, typically have better health than those with low levels.²
- People who are socially isolated and excluded are more likely to experience low self-esteem, depressive symptoms and have a higher risk of coronary heart disease.²
- More Australians are living alone compared to previous generations.² In Geelong 26.4 per cent of people live alone and 11.5 per cent are single parent families.⁴
- Social cohesion may protect the mental health of people living in disadvantaged areas.²
- Young people’s engagement with creative activities can lead to better academic outcomes, improved levels of self-esteem and a reduction in alcohol and drug consumption.²
- There are opportunities for social connections through involvement in community activities such as volunteering, participating in physical activity and arts and cultural activities. In Greater Geelong:
  - 38.3 per cent report involvement in volunteering activities.⁴
  - 76.3 per cent overall reported that they had enough arts and cultural activities however this was lower for those aged 18-34 per cent with only 67.7 per cent
  - Geelong recorded slightly above average in ‘feeling a part of their community’ with 74.3 per cent and over 90 per cent of the community reporting that they could get help when they needed it.⁵

**Partnerships**

The key organisations that the City of Greater Geelong will work with to help achieve the actions outlined in this plan include:

- Bellarine Community Health
- Volunteering Geelong
- Barwon Health
- G21 Region Alliance
- Diversitat
- Federal and State Governments
- Leisure Networks
- Community settings including businesses, workplaces and hospitals
The City of Greater Geelong is committed to providing opportunities for increasing social inclusion and community connectedness for all residents with a particular focus on addressing barriers for people of all abilities and from diverse geographic, social, economic and cultural backgrounds.

**Strategic Goal**

**Strategic actions**

**Healthy lifestyles**

4.1 Develop and support initiatives that increase opportunities for social participation, study, employment, volunteerism, civic engagement and access to supportive networks.

4.2 Address barriers to participation in social activities for people from diverse geographic, social, economic and cultural backgrounds, such as those run by community groups, sport clubs or art groups.

4.3 Improve access to information and opportunities for volunteering across the City of Greater Geelong.

**Healthy environments**

4.4 Sustain commitment towards greater use of parks and open space to encourage opportunities for social engagement.

4.5 Integrate ‘Healthy by Design’ principles into existing and future urban growth areas.

4.6 Ensure that community facilities are inclusive and accessible for all people.

4.7 Build, improve and support community spaces that provide opportunities for social connection such as neighbourhood hubs, libraries, parks and sporting clubs.

4.8 Develop and support initiatives that promote community safety in line with the City of Greater Geelong Community Safety Statement.
Connected creative and strong communities

4.9 Strengthen existing community engagement processes within Council to enable communities to be involved in land use and social planning.

4.10 Strengthen Council’s connection with the community by increasing staff awareness of different groups’ needs and barriers to participation; including rural, Culturally and Linguistically Diverse (CALD) communities, Indigenous, gay, lesbian, transgender, bisexual, intersex (GLTBI), people with a disability and those on low incomes.

4.11 Provide place-based supports to strengthen communities in identified areas vulnerable to poor health outcomes.

4.12 Develop and implement a program of community events that celebrate the municipality’s diversity in collaboration with local stakeholders.

4.13 Support implementation of the G21 Region Volunteering Strategy.

References


Additional resources*

- Building social Inclusion: The Role of Department of Planning and Community Development
- Increasing social connections: Local Government Action Guide No. 4
- G21 Regional Health and Wellbeing Plan 2013-2017

*See appendix 4 for more information
### Progress indicators

<table>
<thead>
<tr>
<th>TYPE</th>
<th>INDICATOR</th>
<th>TARGET</th>
<th>GEELONG BASELINE DATA</th>
<th>MEASURE/SOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>Percentage of adults who feel ‘part of a community’</td>
<td>Increase</td>
<td>74.3 per cent currently feel part of the community&lt;sup&gt;5&lt;/sup&gt;</td>
<td>VicHealth Community Indicators Survey, 2011</td>
</tr>
<tr>
<td>I</td>
<td>Percentage of adults who volunteer</td>
<td>Increase</td>
<td>38.3 per cent currently volunteer&lt;sup&gt;5&lt;/sup&gt;</td>
<td>Indicators of Community Strength at the Local Government Area Level in Victoria, 2008 (DPCD)</td>
</tr>
<tr>
<td>M</td>
<td>Percentage of adults who can get help from friends, family or neighbours when needed</td>
<td>Increase</td>
<td>90.7 per cent feel they have someone around when needed&lt;sup&gt;5&lt;/sup&gt;</td>
<td>Indicators of Community Strength at the Local Government Area Level in Victoria, 2008 (DPCD)</td>
</tr>
<tr>
<td>I</td>
<td>Percentage of adults who feel they have a say on important issues</td>
<td>Increase</td>
<td>45.7 per cent feel they have a say on important issues&lt;sup&gt;5&lt;/sup&gt;</td>
<td>Indicators of Community Strength at the Local Government Area Level in Victoria, 2008 (DPCD)</td>
</tr>
<tr>
<td>I</td>
<td>Percentage of adults who participated in citizen engagement activities in the last 12 months</td>
<td>Increase</td>
<td>48.9 per cent of people participated in citizen engagement activities in the last 12 months&lt;sup&gt;5&lt;/sup&gt;</td>
<td>VicHealth Community Indicators Survey, 2011</td>
</tr>
<tr>
<td>M</td>
<td>Percentage of adolescents who have someone to turn to for advice when having problems</td>
<td>Increase</td>
<td>86.8 per cent of young people aged 13-17 years in the Barwon South West Region have someone to turn to for advice when having problems&lt;sup&gt;6&lt;/sup&gt;</td>
<td>Adolescent Health and Wellbeing Survey, 2009 (DEECD)</td>
</tr>
<tr>
<td>M</td>
<td>Percentage of children from families who are able to get support when needed</td>
<td>Increase</td>
<td>93.9 per cent of parents of children aged 0-12 years who report being able to get help from families, friends and neighbours in a time of crisis/when needed&lt;sup&gt;7&lt;/sup&gt;</td>
<td>Victorian Child Health and Wellbeing Survey, 2009 (DEECD)</td>
</tr>
<tr>
<td>I</td>
<td>Perception of safety – walking alone during the day</td>
<td>Increase</td>
<td>98.7 per cent of the adult population feel safe or very safe walking alone in local area during the day</td>
<td>2011 VicHealth Indicators Survey</td>
</tr>
<tr>
<td>I</td>
<td>Perception of safety – walking alone during the night</td>
<td>Increase</td>
<td>75.4 per cent of the adult population feel safe or very safe walking alone in local area at night</td>
<td>2011 VicHealth Indicators Survey</td>
</tr>
</tbody>
</table>

**D** = Direct  
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**M** = Monitor

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### Desired outcomes

**INDIVIDUALS & FAMILIES WHO:**
- are socially connected
- feel a part of the community
- have improved self esteem
- are more physically active
- are more involved in community and group activities and events
- more involved in volunteering

**ORGANISATIONS/CLUBS THAT:**
- are safe, accessible and inclusive
- have policies and structures in place that promote respect for all
- work in partnership to provide connection opportunities
- build collaborative partnerships with a range of stakeholders and the broader community

**COMMUNITIES THAT:**
- support and promote connected communities
- are safe, accessible, inclusive and supportive
- engage community in planning and decision making
- provide spaces that support social connections

**A SOCIETY WITH:**
- reduced barriers to access for different groups including CALD, GLBTI, people with disabilities and people on low incomes
- strong legislative platforms
- appropriate resource allocation
- citizens who feel safe and connected within their local community
Harm minimisation is a widely recognised feature of Australian drug policy; however aspects of this approach are also commonly practised in relation to other issues, including problem gambling.

As with alcohol and other drugs, it is recognised that gambling itself does not cause poor health outcomes – but rather excessive or uncontrolled behaviour that may have detrimental impacts on physical, mental and emotional health.

Council seeks to reduce the harms associated with alcohol, drugs and problem gambling using the three pillars of harm minimisation: demand reduction; supply reduction; and harm reduction.
Action Guide 5:

REDUCING HARM FROM ALCOHOL, DRUGS & PROBLEM GAMBLING

Geelong strategies, policies and programs

Key strategies, policies and programs that are already guiding the organisation’s work on this issue include:

- City of Greater Geelong Responsible Management of Alcohol and other Drugs Policy
- Geelong Strategic Gaming Policy 2006
- City of Greater Geelong Gambling Framework 2007
- The Geelong Liquor Accord and Bellarine Liquor Accord
- Healthy Together Geelong

Why are alcohol, drugs and problem gambling a health and wellbeing priority?

- The cost of alcohol and drug misuse to Victorian society in 2007–08 was approximately $6.5 billion.¹

- In 2010, 26.7 per cent of Victorians aged 14 or over had consumed a level of alcohol during a single session that put them at risk of an injury on a monthly or more frequent basis. Almost one in five (18.4 per cent) drank at levels that put them at risk of long term alcohol related disease or injury.²

- Heavy drinking among Victorians aged 16-25 years has increased from 26 per cent in 2002 to 42 per cent in 2009.²

- The percentage of those in Greater Geelong with long-term risk of harm from alcohol consumption was 11.9 per cent in 2008. While gender specific data is not available for the municipality, the data available within the Barwon South West region suggests this is significantly more of an issue with males (18.8 per cent) than females (7.4 per cent).³

- In Victoria (2011), there were 26,000 alcohol and drug related emergency department presentations and over 290,000 hospital bed-days used to treat illness from alcohol and drugs.¹

- In Victoria (2010–11), there were nearly 7,000 alcohol-related ambulance call-outs, over 5,000 prescription-drug call-outs and nearly 2,000 heroin call-outs.¹

- In 2004-2005, illicit drugs were responsible for 302 hospital admissions and 1018 bed days in Greater Geelong.⁴

- In 2008–09 Victorians lost $5.1 billion gambling, and more than $2.7 billion of this was lost on Electronic Gaming Machines. Three-quarters of gamblers with problems who used Gambler’s Help services in 2007–08 reported Electronic Gaming Machines as their primary gambling activity.⁵

- In 2008, the prevalence of problem gambling in Victoria was measured using a sample of 15,000 Victorian adults. The study calculated the following estimates for the Victorian population: problem gamblers (0.7 per cent or 29,000 people); moderate-risk gamblers (2.4 per cent or 97,000 people) and low-risk gamblers (5.7 per cent or 234,000 people).⁶

- Problem gamblers are significantly more likely than non-problem gamblers to have a mental disorder, depression or an anxiety condition, trauma and hardship in their lives and to smoke. Compared to non-problem gamblers, they also report a significantly higher number of negative life experiences affecting both themselves and their families, such as divorce, legal difficulties, and financial issues.⁵

- Current evidence suggests that there is a ‘ripple effect’ where five to ten people are adversely affected to varying degrees, in addition to the person who develops a gambling problem.⁷
• In the 2012/2013 financial year, total losses on Electronic Gaming Machines in Greater Geelong amounted to $108,207,990.95. There were 7.46 Electronic Gaming Machines per 1,000 adults, which is higher than the Victorian average of 6 Electronic Gaming Machines per 1,000 adults and the annual average expenditure per adult was $662, which is higher than the state average of $602.9
• Research suggests that there is a relationship between alcohol and riskier styles of gambling, particularly among regular or problem gamblers.9

Partnerships
The key organisations that the City of Greater Geelong will work with to help achieve the actions outlined in this plan include:
• Bellarine Community Health
• Barwon Health
• Geelong Drug Action Plan Committee
• Geelong Regional Liquor Licensing Accord
• Victoria Police
• Federal and State Governments
• Community settings including businesses, workplaces and hospitals
• Deakin University
• Barwon Medicare Local
• Headspace
• Geelong Gambling Advisory Committee
• Bethany Gamblers Help

Strategic actions

Healthy lifestyles
5.1 Develop and implement Healthy Together Geelong health promotion initiatives, policies and programs to support more active and healthy settings (i.e. workplaces, schools).
5.2 Promote and encourage alcohol and gambling-free events and activities.
5.3 Conduct education programmes that raise community awareness about harmful alcohol and drug use and problem gambling.
5.4 Actively contribute to policy reviews, public discussions and advocate in matters relating to alcohol and other drugs and problem gambling at all levels of government
Healthy environments

5.5 Ensure the enforcement of regulations in accordance with the Public Health and Wellbeing Act 2008.

5.6 Continue to enforce local laws relating to alcohol control.

5.7 Review strategies on alcohol response to ensure changing trends and needs are considered and the response to alcohol misuse continues to work for the whole community.

5.8 Maintain a commitment to addressing urban design issues, which impact on alcohol issues.

5.9 Ensure the Drug Statement informs existing and future processes for assessing and processing land use permits, liquor licenses and strategic planning documents.

5.10 Ensure best practice models are adopted in relation to response and management of alcohol and other drug problems.

5.11 Consider the social and economic impacts of electronic gaming permit applications and where appropriate present submissions to the Victorian Commission for Liquor and Gambling Regulation and the Victorian Civil Administration Tribunal where necessary.

Connected creative and strong communities

5.12 Support national and state campaigns aimed at reducing harm from alcohol and other drugs and problem gambling.

5.13 Work with the local community, government departments and business in developing appropriate plans and strategies to respond to alcohol and other drug issues and problem gambling within the municipality.

5.14 Continue to build capacity within council and with other enforcement bodies to further develop and improve regulatory systems.

5.15 Work with community agencies to share information and work jointly on action related to harmful alcohol and drug use and problem gambling.

5.16 Influence the distribution of Electronic Gaming Machines to ensure they are not concentrated in high risk communities.

Additional resources*

- Reducing the alcohol and drug toll: Victoria’s plan 2013-2017
- Victorian Responsible Gambling Foundation
- Healthy Together Victoria (HTV)

*See appendix 4 for more information

References


Progress indicators

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<tr>
<th>TYPE</th>
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<th>GEELONG BASELINE DATA</th>
<th>MEASURE/SOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>Percentage of people consuming alcohol regularly at risky levels</td>
<td>Decrease</td>
<td>11.9 per cent currently consume alcohol at risky levels(^3)</td>
<td>Victorian Population Health Survey, 2008 (DH)</td>
</tr>
<tr>
<td>M</td>
<td>Percentage of males consuming alcohol regularly at risky levels</td>
<td>Decrease</td>
<td>18.8 per cent currently consume alcohol at risky levels(^3)</td>
<td>Victorian Population Health Survey, 2008 (DH)</td>
</tr>
<tr>
<td>M</td>
<td>Percentage of females consuming alcohol regularly at risky levels</td>
<td>Decrease</td>
<td>7.4 per cent currently consume alcohol at risky levels(^3)</td>
<td>Victorian Population Health Survey, 2008 (DH)</td>
</tr>
<tr>
<td>M</td>
<td>Percentage of adolescents who have ever drunk alcohol</td>
<td>Decrease</td>
<td>55.3 per cent of 12-14 year olds and 82.1 per cent of 15-17 year olds in the Barwon South West Region report having drunk alcohol(^10)</td>
<td>Adolescent Health and Wellbeing Survey, 2009 (DEECD)</td>
</tr>
<tr>
<td>M</td>
<td>Percentage of adolescents who have drunk alcohol in the last 30 days</td>
<td>Decrease</td>
<td>34.9 per cent of 12-14 year olds and 61.7 per cent of 15-17 year olds in the Barwon South West Region report having drunk alcohol in the last 30 days(^10)</td>
<td>Adolescent Health and Wellbeing Survey, 2009, (DEECD)</td>
</tr>
<tr>
<td>M</td>
<td>Rate of illicit drug-related hospitalisations and bed days (per 10 000 residents)</td>
<td>Decrease</td>
<td>302 admissions and 1018 bed days(^3)</td>
<td>Victorian Admitted Episodes Dataset DHS, analysis by Turning Point Alcohol and Drug Centre</td>
</tr>
<tr>
<td>I</td>
<td>The density of Electronic Gaming Machines (per 1000 adult population)</td>
<td>Decrease</td>
<td>7.46 Electronic Gaming Machines per 1,000 adults(^3)</td>
<td>Victorian Commission for Gambling and Liquor Regulation</td>
</tr>
</tbody>
</table>

\(D = \) Direct Council has a direct influence on the measure result

\(I = \) Influence Council has an influence on the measure result but other external factors outside our control also impact it

\(M = \) Monitor Council has no influence on the measure result but monitors it to assist in future planning

Desired outcomes

**INDIVIDUALS & FAMILIES WHO:**
- do not engage in risky levels of drug and alcohol use
- feel safe within their home and local community
- do not experience financial hardship due to problem gambling
- experience overall better health

**ORGANISATIONS/CLUBS THAT:**
- are safe, accessible and inclusive
- have policies in place to prevent misuse of drugs and alcohol and problem gambling
- work in partnership to reduce harm from alcohol, drugs and problem gambling
- build collaborative partnerships with a range of stakeholders

**COMMUNITIES THAT:**
- support, encourage and promote alcohol, drug and gambling-free events and activities
- reflect awareness of health issues
- are safe, accessible, inclusive and supportive
- are supportive of responsible gambling

**A SOCIETY WITH:**
- strong legislative platforms
- appropriate resource allocation
- citizens who feel safe and supported
Smoking is still the leading avoidable cause of cancers, respiratory, cardiovascular and other diseases.¹

The City of Greater Geelong can play an important role in protecting the health of the community through actions such as enforcement of the Tobacco Act 1987, promotion of smoke free areas and provision of bins to reduce cigarette butt litter. It can also implement strategies to denormalise smoking, help smokers smoke less and prevent uptake by young people by enforcing laws on tobacco sales.¹
Action Guide 6: REDUCING TOBACCO USE

Geelong strategies, policies and programs

Key strategies, policies and programs that are already guiding the organisation’s work on this issue include:

- Municipal Association of Victoria: Local Government Tobacco Education and Enforcement Activity
- Healthy Together Geelong

Why is tobacco a health and wellbeing priority?

- Smoking in Victoria costs approximately 4,000 lives and $5 billion annually.¹
- Even though the rate of smoking has dropped in Victoria, smoking remains the leading preventable cause of many cancers and respiratory, cardiovascular and other diseases.²
- Exposure to second hand smoke increases the risk of chronic and fatal health conditions, including cardiovascular disease, heart disease and lung cancer.²
- Children, infants and unborn babies are particularly vulnerable to second hand smoke, and associated health risks include sudden infant death syndrome (SIDS), lower birth weight, and lung and respiratory conditions.²
- In the Barwon South West Region 74.5 per cent of children aged 0-12 years live in a smokefree household.⁴
- In Greater Geelong, 18 per cent of adults were identified as smokers. The number of males who are current smokers (22.8 per cent) was significantly higher than females (13.5 per cent) in the municipality.³

Partnerships

The key organisations that the City of Greater Geelong will work with to help achieve the actions outlined in this plan include:

- Bellarine Community Health
- Barwon Health
- Geelong Drug Action Plan Committee
- The community (including settings such as workplaces, early learning, schools, hospitals)
- Federal and State Governments
- WorkSafe Victoria
- Barwon Medicare Local
- QUIT
- VicHealth
- Heart Foundation Victoria
The City of Greater Geelong is committed to reducing the prevalence of smoking and its associated health, social and economic costs.
Strategic actions

Healthy lifestyles

6.1 Implement Healthy Together Geelong health promotion initiatives for early childhood services, schools and workplaces to support smoke free settings, as well as implementing healthy workplace and community based programs that reduce tobacco use.

6.2 Inform the community about the negative impacts of smoking and second hand smoke exposure through council publications and local media.

Healthy environments

6.3 Ensure the enforcement of regulations in accordance with the Tobacco Act 1987, including the display and sale of tobacco products.

6.4 Promote the voluntary adoption of smoke free environments for businesses and organisations.

6.5 Support and advocate for expansions of State Government declared smoke-free settings including playgrounds, skate parks and child sporting events.

6.6 Continue to enforce local laws relating to tobacco control.

Connected creative and strong communities

6.7 Build formal partnerships across all levels of government, Council departments, not-for-profit and private organisations and work together towards addressing local barriers to active and healthy living.

6.8 Support national and state anti-smoking campaigns.

6.9 Support and encourage smoking cessation services within the municipality.

Additional resources*

- QUIT Strategic Plan
- Victorian Tobacco Control Strategy 2008-2013
- Reducing Tobacco Use: Local Government Action Guide No. 8
- Healthy Together Victoria (HTV)

*See appendix 4 for more information

References


### Progress indicators

<table>
<thead>
<tr>
<th>TYPE</th>
<th>INDICATOR</th>
<th>TARGET</th>
<th>GEELONG BASELINE DATA</th>
<th>MEASURE/SOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Percentage of adults whom smoke</td>
<td>Decrease</td>
<td>18 per cent currently identify as a smoker</td>
<td>Victorian Population Health Survey, 2008, (DH)</td>
</tr>
<tr>
<td>I</td>
<td>Percentage of young people who have ever smoked</td>
<td>Decrease</td>
<td>18.1 per cent of 12-14 year olds and 41.9 per cent of 15-17 year olds in the Barwon South West Region report having ever smoked</td>
<td>Adolescent Health and Wellbeing Survey, 2009 (DEECD)</td>
</tr>
<tr>
<td>M</td>
<td>Percentage of young people who have smoked in the last 30 days</td>
<td>Decrease</td>
<td>6.8 per cent of 12-14 year olds and 19.3 per cent of 15-17 year olds in the Barwon South West Region report having smoked in the last 30 days</td>
<td>Adolescent Health and Wellbeing Survey, 2009, (DEECD)</td>
</tr>
<tr>
<td>M</td>
<td>Percentage of children who live in a household where no one smokes cigarettes</td>
<td>Increase</td>
<td>74.5 per cent of children aged 0-12 years in the Barwon South West Region living in a smoke free household</td>
<td>Victorian Child Health and Wellbeing Survey, 2009 (DEECD)</td>
</tr>
</tbody>
</table>

D = Direct Council has a direct influence on the measure result  
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### Desired outcomes

**INDIVIDUALS & FAMILIES WHO:**
- do not smoke, and are not exposed to second hand smoke  
- overall better health through reduced risk of cancers, respiratory, cardiovascular and other associated diseases

**ORGANISATIONS/CLUBS THAT:**
- are safe, accessible and inclusive  
- have policies and structures to prevent tobacco misuse  
- adhere to local tobacco laws  
- work in partnership to reduce smoking harm  
- build collaborative partnerships with a range of stakeholders

**COMMUNITIES THAT:**
- support, encourage and promote smoke free settings  
- reflect awareness of health issues  
- are safe, accessible, inclusive and supportive

**A SOCIETY WITH:**
- strong legislative platforms  
- appropriate resource allocation  
- citizens who feel safe, included and supported
MONITORING & REVIEW

It is a requirement of the Public Health and Wellbeing Act that all Municipal Public Health and Wellbeing Plans be reviewed on an annual basis.

The purpose of the review is to ensure that actions identified in the plan are being implemented satisfactorily and that they remain the best way for the organisation to invest in health and wellbeing over the life of plan.

The annual review also offers an opportunity to celebrate the achievements of the plan, inform other related plans and policies, strengthen networks and partnerships and inform resource allocation (Department of Health, 2012a).

The Geelong Public Health & Wellbeing Plan will be supported by the development of an overarching operational plan that will identify who will be responsible for implementing proposed actions and associated timeframes.

Actions will then be incorporated into individual work plans and will be reported to Council on an annual basis as part of the ongoing monitoring and review of the plan.

Glossary

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>CALD</td>
<td>Culturally and Linguistically Diverse</td>
</tr>
<tr>
<td>DH</td>
<td>Department of Health (State Government)</td>
</tr>
<tr>
<td>DPCD</td>
<td>Department of Planning and Community Development</td>
</tr>
<tr>
<td>EPODE</td>
<td>‘Ensemble Prévenons l’Obésité Des Enfants’ (English translation - Together Let’s Prevent Childhood Obesity)</td>
</tr>
<tr>
<td>GLBTI</td>
<td>Gay, Lesbian, Bisexual, Transgender, Intersex</td>
</tr>
<tr>
<td>GPs</td>
<td>General Practitioners</td>
</tr>
<tr>
<td>G21</td>
<td>Geelong Region Alliance, incorporating the five local governments in the region (Colac Otway, Golden Plains, Greater Geelong, Queenscliffe and Surf Coast).</td>
</tr>
<tr>
<td>HTV</td>
<td>Healthy Together Victoria (formerly known as Prevention Community Model or PCM)</td>
</tr>
<tr>
<td>MECC</td>
<td>Municipal Emergency Control Centre</td>
</tr>
<tr>
<td>NPAPH</td>
<td>National Partnership Agreement for Preventive Health</td>
</tr>
<tr>
<td>WHO</td>
<td>World Health Organisation</td>
</tr>
</tbody>
</table>
Appendix 1

POLICY CONTEXT

World Health Organisation (WHO)
For more information about the World Health Organisation and the social determinants of health, please visit:
http://www.who.int/

National Partnership Agreement on Preventive Health
For more information about the Nation Partnership Agreement on Preventive Health (NPAPH) please visit:
http://www.health.gov.au

Public Health and Wellbeing Act 2008
To access and obtain more information about the Act, please visit:
http://www.legislation.vic.gov.au

To obtain a copy of the plan please visit:

Guide to municipal public health and wellbeing planning
To obtain a copy of the guide please visit:

Healthy Together Victoria
For more information about Healthy Together Victoria, please visit:

Creating heart healthy communities: Working with local government
To obtain a copy of the document, please visit:
www.heartfoundation.org.au

VicHealth local government action guides
To obtain a copy of the action guides, please visit
www.vichealth.vic.gov.au
### GUIDING PRINCIPLES FOR HEALTH AND WELLBEING PLANNING

#### Priority settings for action and engagement

<table>
<thead>
<tr>
<th>Local communities and environments</th>
<th>Workplaces</th>
<th>Early childhood and education settings</th>
</tr>
</thead>
</table>

#### What is the City of Greater Geelong already doing?

<table>
<thead>
<tr>
<th>Health protection</th>
<th>Keeping people well</th>
<th>Strengthen preventive healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe and healthy environments, Licensing and regulation, Communicable disease prevention and control, Immunisation, Food safety, Incident and emergency response, Partnerships, Children’s Services</td>
<td>Healthy lifestyles, Healthy environments, Connected, creative and strong communities</td>
<td>Children’s Services, Youth Services, Aged and Disability Services</td>
</tr>
</tbody>
</table>

#### What does the City of Greater Geelong plan to do?

### ACTION GUIDE: Improving how we do business to enhance health and wellbeing

<table>
<thead>
<tr>
<th>Governance and leadership</th>
<th>Information systems</th>
<th>Financing and resource allocation</th>
<th>Partnerships and community engagement</th>
<th>Workforce development</th>
<th>Licensing and regulation</th>
<th>Land use planning</th>
</tr>
</thead>
</table>

### ACTION GUIDES: Health and Wellbeing Priorities

<table>
<thead>
<tr>
<th>Accessible and nutritious Food</th>
<th>Physical activity and active communities</th>
<th>Social inclusion and community connectedness</th>
<th>Reducing harm from alcohol, drugs and problem gambling</th>
<th>Reducing tobacco use</th>
</tr>
</thead>
</table>

### Monitoring and review
Appendix 3

VICTORIAN PREVENTION AND HEALTH PROMOTION ACHIEVEMENT PROGRAM

The Achievement Program is a Healthy Together Victoria initiative.

The Achievement Program supports early childhood education and care services, schools and workplaces to create healthy environments for learning, working and living.

The initiative recognises the achievements of members who are leading the way in improving health and wellbeing in their community. Participants receive guidelines, resources and support to help meet statewide benchmarks for health promotion.

Schools, services and workplaces can work at their own pace and select priorities based on their local communities needs.

For more information please visit www.achievementprogram.healthytogether.vic.gov.au
Appendix 4

ADDITIONAL RESOURCES

**Accessible and nutritious food**
National Food Plan (2013)
A framework for Australia’s food system to set the long-term direction, integrate food-related policy, prioritise actions and focus resources.

**Victorian Public Health and Wellbeing Plan 2011-2015**
This plan identifies ‘healthy eating’ as a priority to ‘keep people well’.

**Healthy Together Victoria (HTV)**
A Victorian government initiative that aims to improve people’s health by promoting healthy eating and physical activity, and reducing smoking and harmful alcohol use.
Healthy Food Connect is a key HTV strategy that provides a model to address local food system change.

**Supporting Healthy Eating: Local Government Action Guide No. 7**
This VicHealth guide is one of ten outlining a range of evidence-informed actions that councils may consider when preparing their Municipal Public Health and Wellbeing Plans and other strategies.

**Food for All: How local government is improving access to nutritious food**
A publication highlighting practical and sustainable ways for local governments to help residents living in disadvantaged areas regularly access a variety of nutritious foods, using real-life examples.

**Get Up & Grow: Healthy Eating and Physical Activity Guidelines for Early Childhood Settings**
Provides information to support healthy behaviour in children aged five years and younger attending early childhood education and care settings, including centre-based care, family day care and preschools.

**Physical activity and active communities**
Identifies ‘physical activity’ as a priority to ‘keep people well’

**Healthy Together Victoria (HTV)**
See listing under ‘Accessible and Nutritious Food’.
Increasing participation in physical activity: 
Local Government Action Guide No. 3

This VicHealth guide is one of ten outlining a range of evidence-informed actions that councils may consider when preparing their Municipal Public Health and Wellbeing Plans and other strategies.

www.vichealth.vic.gov.au

VicHealth BE ACTIVE initiative

In partnership with Sport and Recreation Victoria, the BE ACTIVE initiative as been designed to support local governments to address the lack of safe, accessible and inclusive environments restricting people’s capacity to participate in physical activity.

www.vichealth.vic.gov.au

G21 Regional Health and Wellbeing Plan 2013-2017

This plan identifies physical activity as a regional health and wellbeing priority.

www.g21.com.au

Social inclusion and community connectedness


A measurement and reporting framework incorporating social inclusion principles to identify areas where effort is required and identify success that can be built upon. This framework informs the Australian Government Social Inclusion Agenda (2013) that focuses on the areas where people face significant and multiple barriers to social and economic participation.3

www.socialinclusion.gov.au/about/framework

Building social Inclusion: The Role of Department of Planning and Community Development (DPCD)

DPCD recognizes that all levels of Government are needed to be involved for social inclusion strategies to be effective and uses the following principles for building social inclusion; building the capacity of people and places; intervening at the optimum times across the life course: overcoming the processes that exclude.

www.dpcd.vic.gov.au


This plan identifies ‘mental health promotion’ as a priority to ‘keep people well’ and highlights that people’s mental health can be protected by the extent to which they are included in society (employment, housing), are connected to others and are resilient.

The plan also states that addressing the differences in mental health status within population groups is a state priority; those with low socioeconomic status and Aboriginal Victorians in particular.


Increasing social connections: 
Local Government Action Guide No. 4

This VicHealth guide is one of ten outlining a range of evidence-informed actions that councils may consider when preparing their Municipal Public Health and Wellbeing Plans and other strategies.

www.vichealth.vic.gov.au

G21 Regional Health and Wellbeing Plan 2013-2017

This plan identifies Community Connectedness/Social Inclusion as a regional health and wellbeing priority.

www.g21.com.au
Reducing harm from alcohol, drugs and problem gambling

Reducing the alcohol and drug toll: Victoria’s plan 2013 – 2017

This plan sets out how the Victorian Government will work with the community to bring down the alcohol and drug toll and deliver better health outcomes to thousands of Victorians who want to recover from the harm associated with alcohol misuse and drug use.

www.health.vic.gov.au › Alcohol & other drugs services in Victoria


This plan identifies ‘alcohol and other drug use’ as a priority to ‘keep people well’.


Victorian Responsible Gambling Foundation

This organisation was formed with the aim of reducing the prevalence of problem gambling, the severity of harm related to gambling and to foster responsible gambling. It has been in operation since 1 July 2012 and is an independent statutory authority, the first of its kind in Australia.

www.responsiblegambling.vic.gov.au

Healthy Together Victoria (HTV)

See listing under ‘Accessible and Nutritious Food’.

Reducing tobacco use

QUIT Strategic Plan

A joint initiative of Cancer Council Victoria, VicHealth, the Department of Health and the National Heart Foundation (Victorian Division), QUIT aims to reduce Victorian smoking rates, reduce smoking behaviours in high smoking rate groups and reduce exposure to tobacco smoking and smoking behaviours (denormalisation).


Victorian Tobacco Control Strategy 2008-2013

A major Victorian Government initiative which aims to make important advances in the fight against cancer and the epidemic of preventable chronic disease, this strategy aims to decrease smoking rates and assist those in the community with the greatest need and capacity to benefit from government action.


Reducing Tobacco Use: Local Government Action Guide No. 8

This guide is one of ten outlining a range of evidence-informed actions that councils may consider when preparing their Municipal Public Health and Wellbeing Plans and other strategies.

www.vichealth.vic.gov.au
REFERENCES


Bellarine Community Health, 2013, Healthy Food Connect Geelong: Access to Healthy Food For All, Bellarine Community Health, Point Lonsdale, Victoria.


City of Greater Geelong, 2010, Sustainable Communities: Infrastructure Guidelines; City of Greater Geelong, Geelong, Victoria.


Fuenfgeld, Dr Hartmut - RMIT University, *Linking Municipal Public Health and Wellbeing Planning with the City of Greater Geelong’s Climate Change Adaptation Work Presentation*, presented at the City of Greater Geelong, 7 May 2013.


Healthy Together Geelong is a jointly funded initiative of the State Government of Victoria and the Australian Government.