

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

17 December 2013

Agenda Item 7.3	Municipal Health and Wellbeing Action Plan 2013-2014	
Attachment 1	Municipal Health and Wellbeing Action Plan 2013-14	
	Final version	226



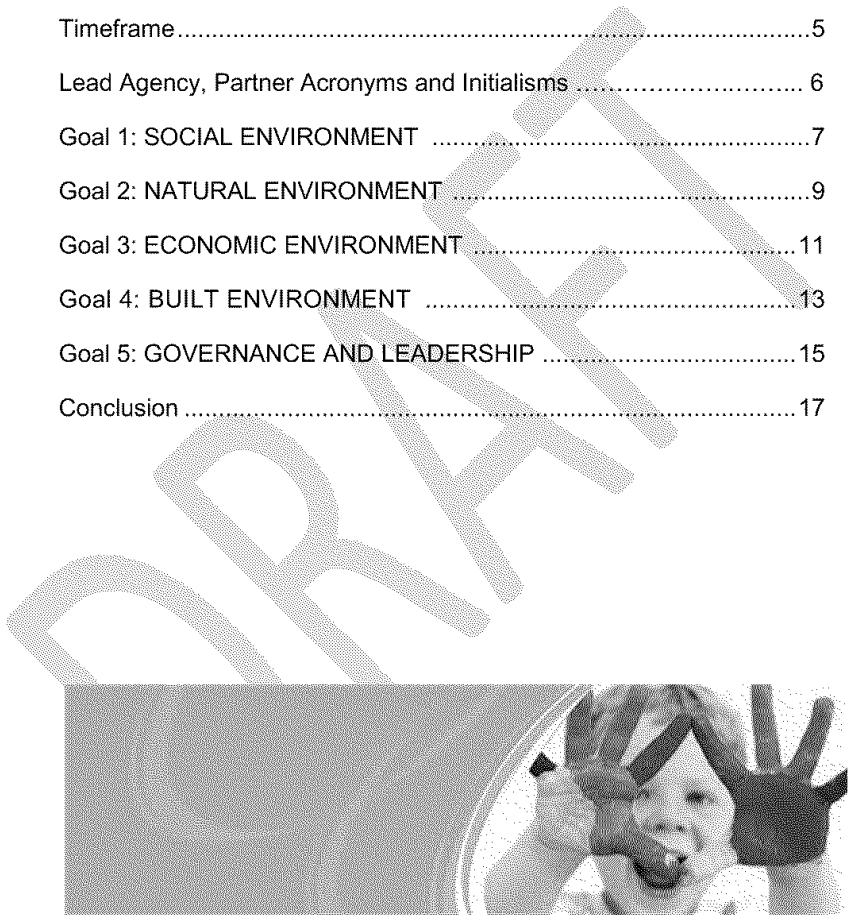
Municipal Health and Wellbeing Action Plan 2013-14

Greater Shepparton

Demonstrating a cross-sector partnership approach to addressing our key health and wellbeing matters, with regular monitoring to capture achievement toward maximising health outcomes in our local community.

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Purpose

All local governments are required to prepare a Council Plan and Municipal Public Health Plan (MPHP). Previously Greater Shepparton City Council has prepared a separate Council Plan and Municipal Public Health Plan (MPHP). The current Council Plan 2013-17 has integrated both plans following recent evidence that an integrated approach can raise the profile of health and wellbeing matters in our Municipality. Please refer to the following link to access a version of the current Council Plan 2013-17 approved 18 June 2013:

<http://greaterShepparton.com.au/council/councildocs/councilplan/>

The MPHP plays an important role whereby community, local stakeholders and Council set the strategic direction for positive health and wellbeing initiatives that address population health trends to maximise health outcomes. The development of a Health Status Report 2012 was developed by Council in partnership to analyse current health and wellbeing indicators, demographics and inform current challenges, strengths and priorities. Please refer to the following link to access a version of the current Health Status Report 2012:

<http://www.greaterShepparton.com.au/residents/communitystrengthening/publichealth/healthplan20092013/>

This integrated approach requires a Municipal Health and Wellbeing Action Plan to demonstrate the cross-sector partnership approach to deliver specific goals and strategies that improve health and wellbeing set by our community within the Council Plan. The Department of Health require the annual submission of a local Municipal Health and Wellbeing Action Plan to demonstrate appropriate action guidelines in partnership to meet our statutory obligations. An annual review and regular reporting of achievement will monitor our progress made and inform future planning.

Greater Shepparton City Council recognises their four key roles and responsibilities in considering health and wellbeing matters for our Municipality of planning, advocacy, strengthening community capacity and providing services.

This health and wellbeing action plan clearly demonstrates Council and lead agency commitment to implementing the actions they are each accountable for. Extensive consultation has informed these health and wellbeing priorities that meet the needs of our local community to maximise health outcomes and have considered the following key indicators of public health:

- Health protection (food safety, immunisation, water quality, infectious diseases)
- Health development (tobacco control, drug and alcohol abuse)
- Population health strategies (preventative needs of population groups such as children, family, aged care, youth, vulnerable groups)
- Public health emergencies (ambulatory care statistics)
- Community capacity building and general wellbeing (analysis of current data)
- Partnerships with stakeholders (commitment of resources and collaborative effort)
- Promotion of health and wellbeing success and achievements within the community.
- We envisage that our collaborative efforts can maximise impact and provide safe, healthy, liveable communities that encourage healthy lifestyle choices, social connection opportunities and an improved sense of wellbeing for all.

Background

The *Victorian Health Act 1958* requires all local governments to prepare a Municipal Public Health Plan (MPHP). The MPHP ensures that Council, local stakeholders and community set the strategic direction 'to seek to prevent disease, promote life and public health through organised programs including the prevention of environmental health dangers, disease and health problems; particularly vulnerable population groups'. Councils are required to review the MPHP to evaluate the impact of programs and initiatives undertaken by itself and its partners.

The *Public Health and Wellbeing Act 2008* requires local Councils to prepare a MPHP within a twelve month period after each Council election. This Act states that a MPHP must include:

- 'An examination of data about health status and health determinants in the municipal district
- Identification of goals and strategies based on local evidence in which people can achieve maximum health and wellbeing
- Involvement of people in the local community to develop, implement and evaluate each plan
- Demonstration of how the Council will work in partnership with the Department of Health and other agencies undertaking public health initiatives, projects and programs'

The *Greater Shepparton Health and Wellbeing Advisory Committee (HWBAC)* was established in September 2011 and provides professional health expertise to support and guide health and wellbeing strategic planning and identify local health and wellbeing priorities. The current membership organisations include:

- Centre for Excellence in Rural Sexual Health (CERSH)
- Department of Health
- Department of Human Services
- Family Care
- Goulburn Valley Health
- Goulburn Valley Primary Care Partnership
- Goulburn Valley Medicare Locals
- Primary Care Connect
- Rumbalara
- University of Melbourne

The HWBAC have contributed to the development of a *Health Status Report 2012 (HSR)* and strongly support Council's social model of health approach as a key planning platform. This approach is reflected in both the Council Plan and this Plan as five pillars or themes, reflecting the four environments of health (built, social, economic and natural), plus Governance or Leadership. This approach recognises the impact of health inequalities and social status disparities evidenced in our Municipality.

The HSR captured our current health status, analysing health and wellbeing indicators to inform key challenges or opportunities, or areas of significant change unique to our municipality. This data has informed key focus areas in the *Municipal Health and Wellbeing Action Plan 2013-14*.

Key strength areas were identified as:

- High participation in immunisation programs
- Celebration of our cultural diversity to encourage social inclusion opportunities and civic participation
- Majority of residents work within own Municipality.

Key challenges recommended as a focus area in collaboration were identified as:

- Minimise alcohol and drug use
- Improve streetscape appeal to encourage physical activity and community access
- Consider healthy eating alternatives and remain mindful of obesity rates and related illnesses or chronic disease
- Advocate for sustainable employment opportunities to encourage education advancement and future employment choices.

It is a clear function of the HWBAC to measure the success of annual health and wellbeing strategic goals, health programs and public health policies in addressing the prevention and reduction of disease or disability, or create environments in which people can lead productive and rewarding lives.

The World Health Organisation supports a population health approach and have demonstrated that planning processes that invest in health, establish health prevention strategies and provide health promotion relating to the social determinants of health and the root causes of ill health encourage greater change to occur.

To consider individual's needs and their access to the social determinants of health (SDH) includes considering the conditions in which people are born, live, work and age, including the health system. Circumstances are shaped by the distribution of money, power and resources at global, national and local levels. The SDH are mostly responsible for health inequalities and exist in variance within population groups. They are;

- The Social Gradient
- Stress
- Early Life
- Social Exclusion
- Work
- Unemployment
- Social Support
- Addiction
- Food
- Transport.

Involvement from local community members in the consultation sessions and development of the *Greater Shepparton Council Plan 2013-17* has informed health and wellbeing priorities. Over 100 Council employees attended various locations to offer over 180 opportunities for community input, resulting in over 2,400 surveys and over 10,000 residents being consulted initially. A further 1,362 people were consulted at 49 different locations or events in March 2013.

The Greater Shepparton Health and Wellbeing Advisory Committee participated in two workshops including key health services representatives to identify key strategic objectives. Consultation sessions with small groups occurred with the *Disability Advisory Committee (DAC)*, *Positive Ageing Advisory Committee (PAAC)* and Small town community plan meetings providing feedback opportunities. A Council Planning workshop involving Councillors and Senior Officers was held in February 2013, circulation of five key themes was distributed in March 2013 for comment and a draft Council Plan 2013-17 circulated in May 2013. Ongoing Council website feedback was also available.

This Action Plan has also considered interventions identified in the *Victorian Public Health and Wellbeing Plan 2001-15* produced by the Department of Health, September 2011.

Measuring our Success

The Greater Shepparton Health and Wellbeing Advisory Committee will support the delivery of health and wellbeing strategies.

The responsibility to achieve each strategic objective will remain with the organisation identified as the lead agency. The lead agency will regularly monitor and report on their progress.

The Greater Shepparton City Council will collate and report progress made against each performance measure. An evaluation at the end of the term of each Action Plan will identify the effectiveness of collaborative cross-sector partnership efforts.

This Action Plan may help to identify areas of vulnerability and disadvantage in our community, or opportunities to reduce the incidence of social or economic exclusion or disadvantage. Examples of success or failure can be utilised to inform future health planning discussions and priorities.

It is important to note that this Municipal Health and Wellbeing Action Plan is not inclusive of all contributions toward health and wellbeing tasks completed by Council and partnering agencies. This Action Plan remains a focussed approach to address health and wellbeing matters that are considered to be the most important at this point in time, within this Municipality. Extensive consultation responses, evidence, analysis of health and wellbeing indicators, professional opinion, local knowledge and the *Health Status Report 2012* have been considered in the development of this Action Plan.

Key

Our health and wellbeing targets have been numbered using the prefix of the five strategic goals to further increase awareness of the influence of the environmental dimensions of health on individual's health and wellbeing.

Council's Corporate Leadership and Governance goals reflect the importance of strong advocacy to encourage change and influence behaviours in local communities and their workplaces.

Timeframe

The timeframe for delivery of each objective will be allocated in yearly intervals or as an ongoing item throughout the term of the current Council Plan as follows:

- | | |
|----------|-----------------------------|
| 1: | 1 July 2013 to 30 June 2014 |
| 2: | 1 July 2014 to 30 June 2015 |
| 3: | 1 July 2015 to 30 June 2016 |
| 4: | 1 July 2016 to 30 June 2017 |
| Ongoing: | 1 July 2013 to 30 June 2017 |

An annual review of each performance measure will confirm the timeframe.

Lead Agency, Partner Acronyms and Initialisms

Council Department

GSCC	Greater Shepparton City Council
GSCC-AL	Active Living
GSCC-ATE	Arts, Tourism and Events
GSCC-CP	Corporate Performance
GSCC-EM	Emergency Management
GSCC-E	Environment
GSCC-F	Family Youth & Children
GSCC-CS	Citizen Services
GSCC-IA	Investment Attraction
GSCC-N	Neighbourhoods
GSCC-P	Planning
GSCC-PP	People Performance
GSCC-RP	Recreation and Parks
GSCC-SE	Sustainable Environment

Council Advisory Committee

DAC	Disability Advisory Committee
HWBAC	Greater Shepparton Health and Wellbeing Advisory Committee
PAAC	Positive Ageing Advisory Committee

Whole Sector

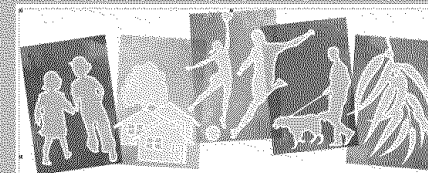
CSS	Community Services providers and agencies – refers to any organisation that is responsible for the provision of community services to clients.
EDS	Education sector/providers and agencies – refers to all education providers and recognised learning environments.
EPS	Employment providers and agencies – refers to any organisation that provides connections between Employers and those seeking employment.
EMS	Emergency Services – refers to organisations that provide rescue services to protect public safety and health.
HSS	Health Service providers and agencies – refers to any organisation that assesses, maintains or improves individual's health, including disability, palliative and aged care services.

External Partner Agency

CCV	Cancer Council Victoria
CMA	Catchment Management Authority
CUAD	Clean Up Australia Day
CVGT	Central Victorian Group Trainers
DEECD	Department of Education and Early Childhood Development
DEEWR	Department of Education, Employment and Workplace Relations
DEPI	Department of Environment and Primary Industries
DH	Department of Health
DHS	Department of Human Services
DoJ	Department of Justice
DPCD	Department of Planning and Community Development
EPA	Environment Protection Authority
GMLLEN	Goulburn Murray Local Learning and Employment Network
GMW	Goulburn Murray Water
GVH	Goulburn Valley Health
GVML	Goulburn Valley Medicare Local
GVPCP	Goulburn Valley Primary Care Partnerships
GVW	Goulburn Valley Water
HF	Heart Foundation
LEAP	Learning Education Aspiration Participation
MAV	Municipal Association of Victoria
PCC	Primary Care Connect
QV	Quit Victoria
RAC	Rumbalara Aboriginal Co-operative
RC	Red Cross
SCCI	Shepparton Chamber of Commerce and Industry
SHM	Shepparton Show Me
UCCE	Uniting Care Cutting Edge
UM	University of Melbourne
V	Volunteers
VEOHRC	Victorian Equal Opportunity and Human Rights Commission
VH	Vic Health
VMN	Volunteer Managers Network
WCC	Whittlesea City Council
WHGNE	Women's Health Goulburn North East

Goal 1: SOCIAL ENVIRONMENT – Active and Engaged Communities

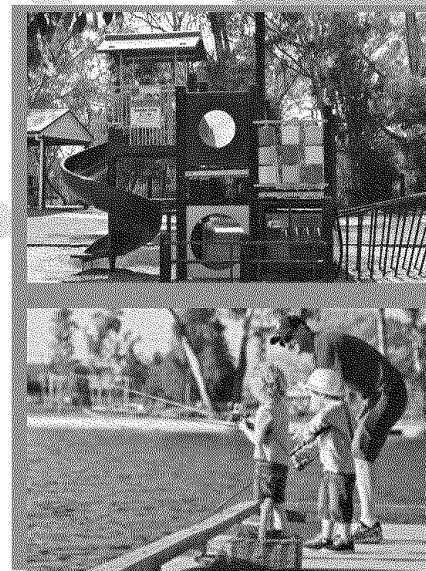
*'Provide equitable access to health services,
increase civic engagement,
volunteering and leadership,
promote community health and wellbeing,
improve health literacy,
prevent family violence,
in socially inclusive, resilient
and supportive community environments.'*



SOCIAL ENVIRONMENT - Council Plan Objectives					
<ul style="list-style-type: none"> ▪ Continue to enhance Community Capacity Building. ▪ Develop and implement a strategy for improving education opportunities for all ages. ▪ Ensure liveability options are always considered in our decision making activities. ▪ Provide sustainable community services to our community. ▪ Embrace and strengthen cultural harmony and diversity ▪ Value Arts Culture and Heritage as an integral part of our dynamic community. 					
Health and Wellbeing Target	Lead Agency	Partner/s	Performance Measure	Timeframe	
S1	Encourage education programs and initiatives to prevent and reduce Family Violence, including the impact on individuals and community, promoting local services available, gender equity and respectful relationships.	HWBAC GSCC-N	CSS DoJ HSS PCC WHGNE	Endorsement of the Hume Region Preventing Violence Against Women Regional Strategy.	1
S2	Improve written communication of consumer health information to increase health literacy.	GVML	GVH GVPCP HSS HWBAC	Improved available literature that is readable and accessible.	Ongoing
S3	Actively participate in programs and initiatives developed for Hume Region under the regional Integrated Health Promotion priority of Healthy Eating.	DH GVPCP	CSS-Hume Region HSS-Hume Region GSCC-F GSCC-N Shire of Moira Shire of Strathbogie	Distribution of benchmark surveys through maternal and child health centres for the collection of statistics for future comparison.	1
S4	Actively participate in programs and initiatives developed for Hume Region under the sub-regional Integrated Health Promotion priority of Social Connection: Mental Health.	DH GVPCP	CSS-Hume Region HSS-Hume Region GSCC-N Shire of Moira Shire of Strathbogie	Launch and initiation of the 'Act Belong Commit' community-based health promotion campaign in partnership.	1
S5	Improve local immunisation rates to improve levels of health and protect vulnerable population groups from exposure to infectious diseases, within various settings and with provisions for multi-lingual translation services.	GVML GSCC-E	GSCC-N GVH GVML RAC	Maintain Immunisation rates in the top ten National immunisation targets of 90% of population participation over three cohorts. (age)	Ongoing
S6	Increase education programs, protective factors and reduce risk factors in youth settings to influence anti-social behaviour, drug and alcohol related violence and harm.	PCC	CSS GSCC-N HSS RAC	Formation of local working group to identify and assess suitable education programs.	1
S7	Improve the oral health of preschool aged children and their families in Greater Shepparton.	GVH	DHSV GSCC-N HSS	Increased number of children participating in Smiles 4 Miles program.	1

Goal 2: NATURAL ENVIRONMENT – Enhancing the Environment

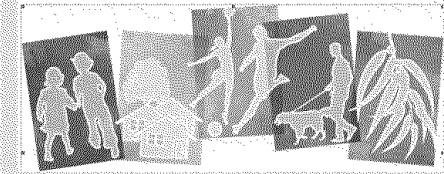
*‘Increase smoke free environments,
decrease pollution,
raise awareness of climate change
and promote river health strategies
that continue to celebrate
the cultural significance
of our local heritage
and significant landmarks.’*



NATURAL ENVIRONMENT - Council Plan Objectives					
<ul style="list-style-type: none"> Ensure that the environment is a major priority in planning for the future. 					
Health and Wellbeing Target	Lead Agency	Partners	Performance Measure	Timeframe	
N1 Increase initiatives that decrease pollution and increase clean air environments; tree plantings, access/use of waterways, pest control, industrial processes ie. Saleyards expiry 2013.	GSCC-E	CMA DEPI EDS	Annual provision of tree plantings on National Tree Day for local schools and community groups, including development of offset site at Gemmill's swamp.	1	
	HWBAC	EPA GSCC-E	Reviewed terms and conditions of industrial processes at Saleyards to consider noise, smell, waste management and pollution impact.	1	
N2 Increase community awareness of tobacco control health prevention initiatives that encourage clean, safe, smoke free environments that contribute to a reduction in tobacco related illness and associated diseases.	GSCC-N	GSCC GVH HF HWBAC QV	Display of signage to advise that all Council playgrounds are smoke free by 30 November 2014.	1-2	
			Evaluation of smoke free outdoor dining trial.	1	
N3 Encourage strategies that increase community pride, including river health strategies; such as 'Clean Up Australia'.	GSCC-E	CUAD GSCC-ATE HWBAC V	Regular promotion and participation in Clean Up Australia Day.	Ongoing	
N4 Advocate for and facilitate appropriate new/innovative projects that identify future renewable energy options to reduce Municipality's carbon emissions.	GSCC-E	GSCC-IA GSCC-P	Implementation of phase one of the Environmental Sustainability Strategy to reduce carbon emissions and climate change impact.	Ongoing	

Goal 3: ECONOMIC ENVIRONMENT – Economic Prosperity

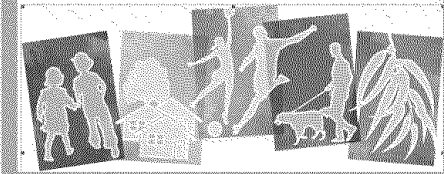
*‘Encourage supportive learning environments
and education opportunities,
to improve school retention rates,
expand retail trading opportunities
adding value to local tourism,
community events and local business.’*



ECONOMIC ENVIRONMENT - Council Plan Objectives					
<ul style="list-style-type: none"> Maximise opportunities to ensure Greater Shepparton leads Victoria, retaining and attracting education and industry. Ensure that retail strategies deliver appropriate outcomes for the community. Enhance Greater Shepparton's reputation as the regional sporting capital of Victoria and make Greater Shepparton a leading sporting destination. 					
Health and Wellbeing Target	Lead Agency	Partners	Performance Measure	Timeframe	
E1	Work with education providers and relevant industry/business partners to assist with the attainment and retention of skills to support industry growth and business development in our Municipality.	DEECD GMLLEN	CVGT DEEWR EDS GSCC GVH GVPCP HSS LEAP PCC RAC	Establishment of an annual health careers forum to inform and encourage students to consider the diverse range of health career choices identified as areas of future employment demand.	1
E2	Continue to bid in collaborative partnerships for regional sporting events, community celebrations and competitions.	GSCC-ATE	EDS GSCC HSS	Increased funding applications in collaboration for new events and competitions for Greater Shepparton.	Ongoing
E3	Continue to ensure Council events, festivals and programs are accessible and inclusive, as specified in Council's Universal Access and Inclusion Plan (UAIP).	GSCC-ATE	DAC HWBAC GSCC-N GSCC-RP	Development of an 'Events Advisory Kit' to include referral details for Access and Inclusion and Rural Access Officers.	1

Goal 4: BUILT ENVIRONMENT - Quality Infrastructure

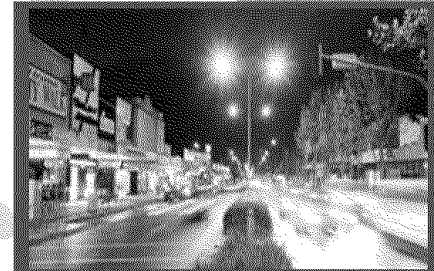
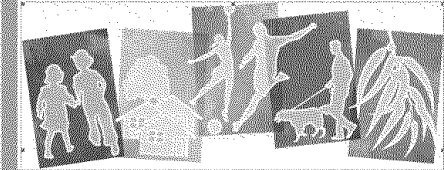
*'Improve open spaces,
urban environments and places
to encourage healthy lifestyle choices,
social inclusion opportunities,
pedestrian mobility
and universal access;
including safe public amenities'*



BUILT ENVIRONMENT - Council Plan Objectives						
<ul style="list-style-type: none"> Ensure that the community has access to high quality facilities. Ensure that the community has access to appropriate transportation infrastructure. Encourage sustainable municipal growth and development. 						
Health and Wellbeing Target	Lead Agency	Partners	Performance Measure	Timeframe		
B1	Demonstrate new and refurbished urban environment and open space planning that encourages healthy lifestyle choices and social connection opportunities considering: <ul style="list-style-type: none"> 'Healthy by Design' Crime Prevention through Environmental Design Safer Design Guidelines Victoria Universal access Community and small town planning Increase shared pathways. 	GSCC-P	DAC DPCD GSCC-RP HF PAAC VH	Reviewed planning guidelines to include considerations of healthy lifestyle choices and social connection opportunities.	1	
B2	Deliver and promote a range of activities and programs utilising Council's recreational facilities at Aquamoves, Outdoor Pools, KidsTown, Sports Stadium and at 'Healthy Communities' events to encourage active participation from all age cohorts, inclusive of cultural needs and varying physical capabilities.	GSCC-AL	CSS EDS EPS HSS	Exceed annual visitation of 700,000 people per annum to activities, programs and events.	Ongoing	
				Deliver 10 or more programs and activities in partnership with community and/or corporate organisations.	1	
B3	Promote sun protection facilities and awareness at child care centres, community celebrations and local events.	GSCC-N	CCV GSCC-RP GSCC-F	Increased provision for sun protection facilities at Council's child care centres, Council events and community celebrations.	1	
B4	Deliver and implement the Safer City Strategy and community safety initiatives with the State Government, Police, State agencies and the community, including CCTV.	GSCC-N	DoJ EMS	Complete implementation of the Safer City camera project.	1	
B5	Continue to support the ongoing collaborative planning and resourcing of Emergency Management functions including maintenance of the vulnerable persons register, isolated, disengaged and vulnerable residents.	DHS GSCC-EM	CSS EMS GSCC GVPCP HSS PCC RC	Annual maintenance of vulnerable persons register to maximise organisation participation in emergency planning.	Ongoing	

Goal 5: GOVERNANCE AND LEADERSHIP - High Performing Organisation

'Encourage cross-sector collaborative partnerships across Greater Shepparton to advocate for improved safety, tourism, refugee settlement services and inclusive workplace improvements.'



GOVERNANCE AND LEADERSHIP - Council Plan Objectives					
<ul style="list-style-type: none"> ▪ Develop and implement best practice communication strategies. ▪ Develop stronger relationships between Council and State and Federal governments, local government sector and non-government partnerships to enhance the position of Greater Shepparton City Council. ▪ Ensure strong internal systems and processes to ensure best practice delivery of services for the community. 					
Health and Wellbeing Target	Lead Agency	Partners	Performance Measure	Timeframe	
G1	Complete an annual review of Council's OHS procedures to meet changing needs and address emerging issues for employer and employees, including smoke free environments.	GSCC-PP	CCV GSCC HF QV	Reviewed smoke free policy, including identification of designated smoking areas.	1
G2	Review and promote workplace procedures to address bullying, violence identification, prevention measures and cyber safety.	GSCC-PP	GSCC VEOHRC	Adopted workplace procedures that discourage anti-social behaviour in the workplace.	1-2
G3	Increase communication accessibility for people with complex communication needs: ie speech impairment, Deaf, English as a second language.	DAC	GSCC	Demonstrate use of portable hearing loop, interpreters, translators or required equipment to assist communication needs of residents at Council events.	1
		GSCC-N	GSCC	Implementation of pre-recorded multi-lingual information line on key services provided by Council.	1
G4	Conduct community event training; including risk management, marketing and safety to empower small towns and community groups to run events.	GSCC-ATE	CSS V	Increased capacity for small towns, community groups and not for profit organisations to organise community events and fundraising opportunities.	Ongoing

Conclusion

Throughout the transition to integrate health and wellbeing matters into the Council Plan and development of this Action Plan to demonstrate how this will be achieved, many new challenges and opportunities have arisen.

Clear scientific evidence provided by the *World Health Organisation (WHO)* recognises that a Social Determinants of Health approach to public health matters and policy development will maximise health outcomes for all. This has been supported by the findings in the *Health Status Report 2012*.

To consider the various population groups that exist in Greater Shepparton and their individual access to the Social Determinants of Health identifies the real disparities in health status between social groups, referred to as the health inequities, which provide our community with a better understanding for addressing health and wellbeing. This Action Plan has particularly considered the strength of our existing networks in planning suitable initiatives, health prevention mechanisms and influencing actions that impact on individual and community behaviour.

It is evident that our cross-sector collaborative partnership approaches will better equip Council and its partners to achieve our health and wellbeing strategic objectives.

This Action Plan has focused on providing an informed approach to planning an inclusive, sustainable and resilient community environment, considering a fairer access to health services and social opportunities for individuals to thrive in a vibrant, inclusive and liveable city for the future.

