



# HEALTHIER EATING & ACTIVE LIVING (HE&AL) REGIONAL ACTION PLAN 2017-18

## Background

Between September and November 2016, the G21 Health and Wellbeing Executive and Department of Health and Human Services (DHHS) coordinated two Prevention Workshops with senior staff from DHHS funded agencies who work in Prevention to align efforts in the region between organisations and with the Victorian Health and Wellbeing Plan 2015-2019. The region is defined as the G21 catchment which covers the five local government areas of: Borough of Queenscliffe, City of Greater Geelong, Colac Otway Shire, Golden Plains Shire and Surf Coast Shire. Representatives at this workshops defined their purpose, developed principles and agreed upon a regional priority area.

## Purpose

*Working together, collectively to achieve measurable health and wellbeing outcomes with community*

## Principles

- Joined up action
- Social justice/equity
- Informed but not constrained by strategy and evidence
- Culture of action – experimentation and permission to fail
- Place-based approach
- We play to our strengths
- Meaningful community engagement for those most affected

## Priority

The priority for this future collective work across the G21 catchment is: **Healthier Eating & Active Living**

## Backbone Support Group

A 'backbone support group' was established to support and coordinate the creation of the Healthier Eating & Active Living Regional Action Plan. The Backbone Support Group is a small group of leadership staff from organisations that are committed to working together collectively to achieve measurable changes in Healthier Eating & Active Living.

**Backbone Support Group Objectives:**

- Build a common understanding of the problem with all partners
- Coordinate efforts around the shared priority
- Provide strategic guidance to develop a common agenda
- Co-ordinate and facilitate communication and collaboration
- Convene partners and key external stakeholders
- Seek opportunities for alignment with other efforts
- Identify a suite of interventions that provides the biggest impact that help guide the work

During 2017, workshops have been conducted to determine and develop the content of the regional action plan. These workshops aimed to map existing regional activity, harness practice wisdom and to build the capacity of the organisations involved, particularly in the theories of Systems Thinking and Collective Impact.

In August 2017, a diverse group of partner agencies came together and started the development of the Draft Healthier Eating & Active Living Regional Plan. The Backbone Support Group with input from other organisations took the information from this day and developed the draft plan below.

As identified at the August workshop, there are a number of key enabling factors that will need to occur concurrently with the plan to enable its success:

- Community engagement
- Workforce development
- Communications strategy
- Development of a process for applying equity approach
- Development of a process for applying standard health literacy tool
- Advocacy

**Abbreviations**

<b>BCH – Bellarine Community Health</b>	<b>COGG – City of Greater Geelong</b>	<b>HRH – Hesse Rural Health</b>
<b>BH – Barwon Health</b>	<b>COS – Colac Otway Shire</b>	<b>LN – Leisure Networks</b>
<b>BOQ – Borough of Queenscliffe</b>	<b>G21 – G21 Health &amp; Wellbeing Pillar</b>	<b>SCS – Surf Coast Shire</b>
<b>CAH – Colac Area Health</b>	<b>GPS – Golden Plains Shire</b>	<b>WHWBSW – Women’s Health &amp; Wellbeing Barwon South West</b>

**NOTE: Timeframes noted as ‘Ongoing’ denotes that the actions have a completion date later than June 2018.**

Goal	Objective	Key Actions	Who?	How will we know we've made progress?	By when?
<b>HEALTHIER EATING</b>					
1.1 Decrease consumption of sugar sweetened beverages (SSBs)	1.1.1 Reduce access to SSBs *	i. Identify organisations currently working to reduce access to SSBs and harness findings to date	Leads: COGG & BCH Other: BH, GPS, HRH, CAH, LN	Organisations are identified and key findings are communicated widely	December 17
		ii. Identify framework/s, resources and key messages that support and guide organisations in reducing SSBs	Leads: BH & COGG Other: BCH, GPS, HRH, CAH, G21, LN	Frameworks, resources and key messages identified	February 18
		iii. Adopt usage of selected framework/s in organisational owned and managed venues	BH, COGG, BCH, GPS, HRH, CAH, LN	Number of organisations / venues adopting the framework/s	Ongoing
1.2 Increase water consumption	1.2.1 Increase access to drinking water*	i. Build an understanding of the barriers to and enablers of water consumption via a coordinated approach	Lead: BCH & BH G21, COGG, GPS, HRH, CAH	Barriers and enablers are identified using common methods/approaches	June 18
		ii. Identify recommended policies/guidelines to support organisations to increase access to water	Lead: COGG & BH Other: G21, BCH, GPS, HRH, CAH	Policies/guidelines identified	February 18

		<p>iii. Improve water access in public spaces</p> <p>Develop a baseline understanding of public water access</p> <p>In partnership with Barwon Water (i.e. over 2 years with 5 council) devise a rolling program for water fountain installation in strategic locations</p> <p>In partnership with Barwon Water target programs for communities who are disadvantage and/or at risk around water consumption as a public health benefit</p> <p>In partnership with Barwon Water explore opportunities with councils to improve irrigation of sports grounds and open spaces to encourage PA and Active use of public open space</p>	<p>Lead: G21 &amp; BW</p> <p>Other: 5 Councils supported by Health Services</p>	TBC	Ongoing
		<p>iv. Adopt guidelines/policy that ensure free water is provided at events</p>	<p>BH, COGG, BCH, GPS, HRH, G21, CAH, LN</p>	<p>Number of organisations adopting guidelines/policy</p>	Ongoing
		<p>v. Support workplaces to meet the aspects of the Healthy Eating Benchmark** related to access to water</p> <p>(** benchmarks of the Achievement Program)</p>	<p>Lead: BH</p> <p>Other: BCH, GPS, COGG</p>	<p>Number of organisations supported</p>	Ongoing

		vi. Leverage social marketing opportunities that promote water consumption from existing campaigns	All Partners	TBC depending on the nature of the social marketing undertaken	Ongoing
1.3 Increase vegetable consumption	1.3.1 Increase vegetable consumption in vulnerable communities / community groups*	i. Determine the communities / community groups of focus	Lead: BCH Other: BH, GPS, HRH, CAH	Communities / community groups of focus are identified	March 18
		ii. Build an understanding of the barriers to and enablers of vegetables consumption in the selected communities / community groups via a coordinated approach	Lead: BH & BCH Other: GPS, HRH, CAH	Barriers and enablers are identified using common methods/approaches	June 2018
		iii. Leverage off existing social marketing opportunities related to vegetable consumption	Lead: BCH & BH Other:G21, GPS, HRH, CAH	TBC depending on the nature of the social marketing undertaken	Ongoing
		iv. Implement interventions within target communities	BH, BCH, GPS, HRH, CAH	TBC	Ongoing
1.4 Increase healthy food and drink in Children's settings	1.4.1 Create environments within early years services, settings and school that support Healthy Eating*	i. Apply the Achievement Program framework (+/- registration to the program) to support settings to meet the programs Healthy Eating Benchmark	COGG, BCH, G21, SCS, DET,CAH  (GPS)	BCH to seek Baseline data of settings meeting the Healthy Eating Benchmarks from CCV  Collect progress measures 12 months post Baseline	Dec 2017  ALL – Dec 2018
		ii. Coordinate the development of a combined quarterly e-news and professional development calendar	Lead: COGG & BCH  OTHER: CAH,SCS	Number of settings accessing e-news and professional development events	Dec 2018

**ACTIVE LIVING**

1.5 Increase Active Travel	1.5.1 To increase the number of children utilising active travel to school*	i. Use the findings from the Walk to School campaign evaluation to inform future actions	COGG, GPS, SCS, COS, BCH, G21, LN		
		ii. Review the LGA's community consultations to determine local needs	Lead: G21		
	1.5.2 Create environments within workplaces that support active travel	i. Support workplaces to understand and promote active travel opportunities	Lead: BH Other: Partner Agencies	Number of organisations supported	Ongoing
	1.5.3 Identify, develop and promote active travel routes to communities*	i. Engage with the G21 Transport Pillar to determine opportunities	BCH, BH, G21, COGG, GPS, SCS & COS		
1.6 Increase incidental activity	1.6.1 Increase use of open space*	i. Identify key stakeholders who have a role in owning /managing public open space	COGG, GPS, COS, SCS, BH, G21, BCH		
		ii. Engage with key stakeholders to identify existing programs and /or build an alliance around activating public open space.	Lead: G21		
	1.6.2 Increase awareness of physical activity needs for good health and opportunities for incidental activity	i. Explore existing resources and opportunities e.g. leveraging off state campaigns.	Lead: G21, BH Other: Partner Agencies		

1.7 Increase physical activity for girls and women aged 12-24yrs	1.7.1 Identify key actions that raise awareness of physical activity for girls and women aged between 12-14years	i. Develop a gender lens or adopt an existing gender lens for programs and activities that can be used by organisations	COGG, GPS, SCS, COS, LN, WHWBSW, G21		
		ii. Engage with Leisure Networks, G21 and Women's Health and Wellbeing around the planned Women in Sport breakfast to be held in late November 2017	G21, LN, WHWBSW		

**\*Choose to Change Colac Otway Project**

Deakin University with 26 partner agencies from the Great South Coast (GSC) received a NHMRC grant; *Whole of Systems Trial of Prevention Strategies for childhood obesity: WHO STOPS childhood obesity*. The goals of this grant are to: 1) strengthen community action for childhood obesity prevention, and 2) measure the impacts of increased action on risk factors for childhood obesity. As part of this Project Colac Otway community members identified and are leading many actions relating to Healthy Eating and Active Living with support and strategic direction from the Colac Leadership Group (including CAH and COS). These actions whilst led by the community, link to the G21 Regional Action Plan for Healthy Eating and Active Living 2017-2021.