

# Health Promotion Action Plan 2023-2024

-helping our community grow and thrive through promoting healthy lifestyles, equity, inclusion and participation.



Health Promotion

## About the plan

**Our Vision**     *Helping our community to grow and thrive through promoting healthy lifestyles, equity, inclusion and participation.*

Our vision places 'community wellbeing' at the centre of everything we do and builds on health promotion practice and theory. Health promotion is defined as the process of enabling people to increase control over, and to improve their health (ref: WHO Ottawa Charter). Health promotion activities are geared toward promoting health and preventing ill-health rather than focusing on people at risk for specific diseases (ref: Vichealth). We believe that partnerships and collaboration are key to affecting genuine change which is why we will work in partnership to support a coordinated approach to our plan across the Swan Hill catchment area.

### **Our approach**

Our plan is focused on equity, co-benefits and community engagement.

- Equity – health equity is the notion that everyone should have fair opportunity to reach their full potential (ref: [Web-Fair-Foundation-VicHealth-framework-for-health-equity.pdf](#)). Some people experience greater barriers and inequalities than others to living a healthy life, and as a result some communities experience poorer health outcomes than others. (ref: [Health-Equity-Strategy-2019.pdf \(vichealth.vic.gov.au\)](#)).
- Co-benefits- we recognise that the multiple factors contributing to individual health do not operate in isolation (ref: DHHS VPHWP 2019-2023 (2019)). We will identify and implement initiatives that cut across priority health areas and provide the greatest impact on overall health and wellbeing. Our focus will be primarily on the key areas of healthy eating including oral health and breastfeeding, active living and gender equity, however we will consider how work in these areas can contribute to addressing other health needs relevant to our community including mental wellbeing and the impacts of climate change on health. This approach will deepen our impact by promoting positive flow on effects of health actions and widen our reach by connecting with our community on health issues important to them.
- Community engagement- Covid-19 impacts and learnings have influenced our plan along with outcomes of the Community Connectors program and '100 voices' consultation. Continued effort to engage with community will be more successful as we move to a more pandemic controlled environment.

### **Our framework**

Our team will work on priority areas with the key strategic directions and actions of health promotion (ref: Ottawa Charter for Health Promotion).

- Advocate, enable and mediate
- Build healthy public policy
- Create supportive environments / access
- Strengthen community action
- Develop personal skills /education and awareness
- Reorient health services

The following Practice Principles will underpin our work

- Outcomes-based health promotion – we will be evidence informed with clear program objectives and program logic, through a culture of ongoing evaluation, learning, action, reflection and experimentation.
- Local collaboration & community engagement- we will identify and strengthen partnerships to support the delivery, planning and design of health promotion initiatives, with a focus on self-sustaining programs.
- Intersectional health equity lens- we will provide more support to settings and population groups that experience disadvantage.
- Place-based approaches- we will consider local needs and local priorities and engage with community as an active partner in developing solutions

- Support other priorities – our work with support other health areas through complimentary and aligned actions.

## Our partners

We are committed to working in partnership to ensure a coordinated and holistic approach to improving health and wellbeing for our community. Our partnerships are in continuous stages of change and we understand this will be an ongoing experience due to the constant changes within all agencies and competing priorities. Our role and contribution to each partnership will be regularly reviewed to ensure it remains relevant and effective.

### Key partnerships include:

- Food for All - Swan Hill Region (FFA)
- Swan Hill Pregnancy & Early Years Collaborative (SHPEYC)
- Better Together - Collaborative Table
- Swan Hill District Gender Equity Network (SHDGEN)
- Swan Hill LGBTIQ+ Inclusion Committee
- Loddon Mallee - Murray Prevention Network

## Our Priorities

Swan Hill District Health have been working in partnership over many years to develop and implement a range of prevention initiatives based on locally identified priorities that are informed by evidence and state-wide data. Since early 2021, we determined two overarching priorities as a focus for the Swan Hill Rural City Council Plan for 2021-2025 and our Community Health-Health Promotion Plan.

These are:

1. Nutrition, activity and healthy lifestyles, and 2. Equity, inclusion and participation.

These broad focus areas align to the Victorian Public Health and Wellbeing Plan 2024-2027 and reflect desired outcomes that support our previous work, the evidence-base, local data, and agreed partnership actions.

Our current focus is centred on engagement in the early years and with those most vulnerable in our community. We are committed as a partnership to tailoring and targeting our work to really engage where there is the greatest need. Due to this aligned and focused work, our main actions will be limited to state wide priorities of **increasing healthy eating**, and to a lesser extent **preventing all forms of violence (increasing gender equity)** in the early years. Lesser actions will focus on **increasing active living** and **improving mental wellbeing**. We acknowledge that state-wide priorities are interconnected, for example some of our planned actions under increasing healthy eating will have co-benefits in **tackling climate change** and **improving mental wellbeing**. Community wide actions have broader priority inclusions, our eat.move.smile. campaign has been implemented for the past nine years and promotes key messages of **eat – fruit and vegetables, move – more often, and smile – together**, these key messages, and others promoting breastfeeding and supporting early years will continue as actions over this next year. As far as practical and possible, state-wide resources and programs will be engaged and implemented locally including **Healthy Eating Advisory Service** and **Healthy Choices Guidelines, Victorian Healthy Eating Enterprise**, and advocacy to support settings to embrace the **Achievement Program** as able.

# Health Promotion Planning

Planning scheme for the 2023-2024 SHDH Health Promotion Plan



## Increasing Healthy Eating & Active Living

### Inputs

Policy & Frameworks  
Resources- staffing  
Specific grants

### Activities

Support regional planning to build a shared Loddon Mallee Food System Framework

-  
Support local welfare service clients to build skills & knowledge to reduce food stress/increase healthy eating

-  
Support local community to access fresh fruit & vegetables and locally grown fresh foods

-  
Increase community awareness, knowledge & support of healthy eating and growing food; choosing tap water as a beverage and active living.

-  
Improve healthy food & drink access at local health service

-  
Implement food system strategies that reduce/manage food waste and address food insecurity.

### Data: SH LGA compared to Vic rate

Food insecurity- 7.9% (5.9% Vic)\*

Fruit intake- 44% (43% Vic)#

Veg intake- 8% (5% Vic)#

Sugar sweetened soft drink consumption- 15% (10%)#

Physical inactivity# -females 59% (49% Vic)

-males 53% (53% Vic)

Target: whole of community with focus on those most vulnerable & local health settings

### Output Measures

Food System Framework

-

Client participation rates

-

Food hub access/uptake

-

Edible garden effectiveness

-

Event & Marketing reach

-

Health Service Employee uptake of healthy choices

### Impacts

Community input & commitment to Food System Framework

-

Improved skills in healthy eating & active lifestyles

-

Changes in food environments including sustainability

### Outcomes

Improved food security rates

-

Improved fruit & vegetable intake rates

-

Improved physical activity rates

### Partners

Food for All -Swan Hill Region Working Group

Local Health & Welfare Services

Healthy Eating Advisory Service

Victorian Healthy Eating Enterprise

Schools - food gardens

Swan Hill Regional Library

Community gardens



# Increasing Healthy Eating including Breastfeeding & Oral Health

## Inputs

Resources - staffing  
DHSV funding/ CFC funding

## Activities

Build community awareness and engagement in breastfeeding (BF) & support settings & public environments to be BF friendly

Build capacity of pregnancy & early years services to work together to provide consistent supports & education & increase community awareness, knowledge and support of nutrition in the Early Years

Provision of healthy eating sessions in partnership such as INFANT & Nourishing Little Minds programs

Improve healthy food & drink & oral health at early childhood settings through Smiles 4 Miles & Achievement Program (AP)

## Data: SH LGA compared to Vic rate

Breastfeeding rates- 2020-21 Fully BF at 4 months 50% (Aust 66%), partially BF at 4 months 54% (Aust 79.5%)  
Proportion of children developmentally vulnerable in 2 or more domains#- 12.7% (10.2% Vic), 1 domain- 25.8% (19.9% Vic)  
Dental health admissions 0-9yrs^ - 17.5/1,000 (6.1/1000Vic)

"MCH local, ABS national; #AEDC data 2021, ^ DHSV data 2020

Target: all new parents, those pregnant or planning pregnancy; vulnerable families with young children & early childhood settings

## Output Measures

Community building strategies promoting BF implemented

Evidence settings/public environments are BF friendly

Reach of BF & nutrition events & marketing

Reach & effectiveness of communication tools, e.g. EYOH

Reach & effectiveness of programs

Uptake of Smiles 4 Miles and AP in settings

## Impacts

Changes in knowledge, skills, environments & attitudes towards healthy eating, including BF & oral health

Changes in Early Childhood settings to support healthy lifestyles

## Outcomes

Improved BF rates  
Improved F&V intake in children  
Improved oral health rates in children

## Partners

Pregnancy & Early Years Collaborative  
Communities for Children  
Local Early Childhood Centres  
Healthy Eating Advisory Service  
Dental Health Services Victoria



## Promote gender equity in early years

Target: all parents of young children; vulnerable families with young children including settings

### Inputs

Resources-staffing  
Specific grants

### Activities

Build awareness of fathers as parents and partners through information, marketing and education including 16 Days of Activism against Gender-based Violence campaign.

Promote gender equity in early parenting through partnerships and capacity building



### Data: SH LGA compared to Vic rate

Proportion of children developmentally vulnerable in 2 or more domains#- 12.7% (10.2% Vic), 1 domain- 25.8% (19.9% Vic)  
Family violence incident rate^ per 100,000 2,929 (1,313 Vic), child/children recorded as witness at 33.3% of incidents.

### Output Measures

Engagement of fathers in education and marketing within early years

Implementation of 16 Days of Activism against Gender-based Violence Campaign through the SHDGEN

Gender equity is reviewed in early parenting sessions

### Impacts

Increased confidence in parenting role of fathers, and gender equality in early years.

Improved capacity to promote gender equity in early parenting.

### Outcomes

Improved childhood developmental vulnerability rates  
Reduction of family violence incidents

### Partners

Swan Hill District Gender Equity Network (SHDGEN)

Pregnancy & Early Years Collaborative Communities for Children committee  
Services & Programs for young families

