



Section Five:

Integrated Health Promotion Plan

SECTION FIVE: INTEGRATED HEALTH PROMOTION IMPLEMENTATION PLAN

The Bendigo Loddon Integrated Health Promotion Plan contains the four shared priorities of the PCP members.

What is Integrated Health Promotion

There is growing evidence that investment in health promotion and disease prevention benefits individuals and communities alike by reducing preventable and chronic diseases, promoting positive wellbeing and by lowering health care expenditure.

The Ottawa Charter for Health Promotion, developed by the World Health Organisation in 1986 defines health promotion as *"the process of enabling people to increase control over, and to improve, their health. To reach a state of complete physical, mental and social wellbeing, an individual or group must be able to identify and to realise aspirations, to satisfy needs, and to change or cope with the environment. Health is therefore seen as a resource for everyday life, not an objective of living"*.

Integrated health promotion where organisations in a locality work together using a mix of health promotion interventions and capacity building strategies to address priority health and wellbeing issues, is a cornerstone of the work of Primary Care Partnerships. It is based on a social model of health and draws on the philosophies of health promotion outlined by the World Health Organisation and Australian national and state health promotion policies. The guiding principles of integrated health promotion are that activities should:

- address the broader determinants of health
- be based on the best available data and evidence
- act to reduce social inequities and injustice
- emphasise active consumer and community participation
- empower individuals and communities
- explicitly consider differences in gender and culture
- involve organisations working in collaboration

Primary Care Partnerships and organisations funded for health promotion by the Victorian Department of Health are required to plan, implement, evaluate, review and report on their health promotion activities on an annual basis. There needs to be consideration of health promotion activities that include a mix of interventions focused on individuals and populations and include activities that are designed to build health promotion capacity within and across organisations. Evidence demonstrates that when organisations work in partnership to share ideas, resources and expertise, there are much greater benefits from the activities and therefore we have been pleased that other partners, including the Divisions of General Practice, are also participating in our health promotion and service coordination activities.

How We Developed Our Integrated Health Promotion Plan

The Integrated Health Promotion Plan contained in the BLPCP Strategic Plan 2009-12 was developed in line with the framework set out in the Department of Human Services' publication *Integrated Health Promotion: A Practice Guide for Service Providers*. This framework was used in our Partnership workshops when considering health promotion activities relating to the priority population groups of children and young people, Aboriginal people and older people. The Guide was also used by individual member organisations. The Guide provides a framework for planning for health promotion with a focus on vision setting, problem definition, generating solutions, capacity building, implementing and evaluating the outcomes of health promotion activities.

A review of the best available evidence relating to the health promotion needs in the Bendigo and Loddon LGAs for the national and state health promotion priority areas was undertaken to assist in the planning process.

A workshop was held in August 2009 with key health promoting organisations to determine our shared priorities for health promotion. It was agreed that for the life of this plan our Partnership will focus on the following priorities:

- mental health and wellbeing (including reducing consumption of alcohol and also prevention of family violence)
- physical activity and active communities
- sexual and reproductive health
- reducing tobacco related harm

Organisations funded to deliver health promotion activities were then invited to contribute their individual 'plans' for health promotion activities in one or more of the priority areas – for inclusion in this 'catchment-wide' plan for integrated health promotion. These individual organisational strategies have been collated into the implementation plan on the following pages under some common objectives that each partner organisation will work to.

Our BLPCP Integrated Health Promotion Plan reflects a consolidation of all the health promotion activities relating to mental health and wellbeing, physical activity, sexual and reproductive health and tobacco reduction planned by our Partnership and by partner organisations who are funded for health promotion. It provides an easy to access 'snapshot' of the health promotion activities for the priority issues in the Loddon and Greater Bendigo areas. The BLPCP Secretariat will report on these activities annually to the Department of Health by collecting information and evaluation data from the organisations involved and documenting appropriate case studies.

Evidence of the Need for Health Promotion

Health promotion activities, like all the activities planned for our Partnership are based on an analysis of the evidence of health and wellbeing needs of people living in the Greater Bendigo and Loddon areas. Selected evidence from the BLPCP Community Profile (see www.blpcp.com.au) is provided here to demonstrate that the focus of this Integrated Health Promotion Plan is based on established needs related to our priority issues of mental health and wellbeing, physical activity and active communities, reducing tobacco related harm and sexual and reproductive health.

In general, we have significantly higher incidence of **chronic diseases** such as Diabetes and cardiovascular diseases than the Victorian averages. The prevalence of Diabetes in 2008 was 3.61% of all people living in Greater Bendigo had Diabetes and 10.3% of people in the Loddon Shire had Diabetes. Health promotion activities focused on risk factors for chronic illnesses (such as reducing obesity, increasing physical exercise and smoking cessation) and reinforcing protecting factors known to delay/obstruct the onset of illnesses will act to prevent new incidences of these diseases within our communities.

Much of the evidence relating to the **mental health and wellbeing** of people living in the Greater Bendigo and Loddon Shire areas focuses on statistics of 'ill-health' (such as psychiatric hospital admissions, intentional self harm or suicide deaths). Approximately 3% of all deaths for people in the Greater Bendigo LGA are attributed to mental and behavioural disorders (compared with the Victorian average of 4%).

Similarly hospitalisations for 'mental diseases and disorders' in 2007/2008 accounted for 2% of hospitalisations (compared with 3% for all of Victoria). Whilst these statistics indicate that mental ill-health is not a significantly higher health problem for people in our Partnership catchment areas than the remainder of Victoria – the seriousness, and preventable nature of many mental illness/ill health suggest a focus should be made on promoting positive mental health and wellbeing and where possible, preventing the onset of mental ill health.

However, mental health and wellbeing is more than just 'ill health' requiring hospitalisation. There is evidence from the 2004/2005 National Health Survey and the Victorian Population Health Survey 2008 to suggest that people in our catchment areas have a higher rate of self-reported mental, behavioural and mood problems, and psychological distress than in other rural areas of Victoria and the Victorian average. This is particularly evident for men in our areas. For example, most areas of Greater Bendigo and Loddon had higher rates of self reported mental and behavioural problems for men than the Victorian average. The area of Greater Bendigo-Eaglehawk had the highest rates of self reported mental, behavioural and mood problems for both men and women in our catchment areas.

There is indisputable evidence that **physical activity** is a protective factor against a range of chronic illness. Estimates of physical inactivity taken from the 2004/2005 National Health Survey suggest that generally speaking, estimated rates of physical inactivity in people in the Greater Bendigo areas were lower than the Victorian average. Rates of physical inactivity for people living in the Loddon Shire were similar to the Victorian averages. Whilst this evidence appears at first glance to be 'promising', the evidence means that anywhere between 201.4 and 415.2 people in every 1000 people in our catchment were considered not to be sufficiently physically active.

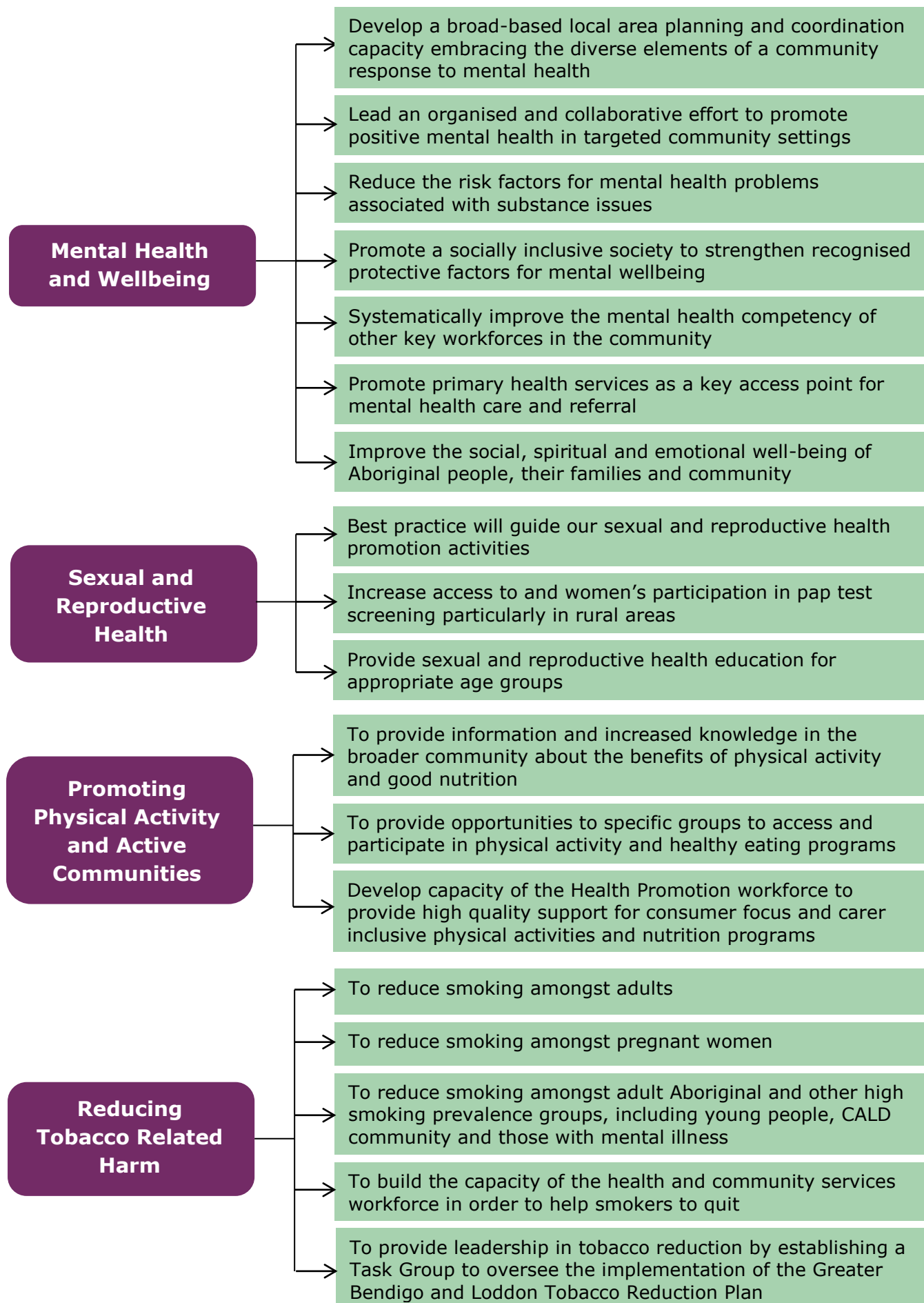
Evidence relating to the prevalence of obesity provides further justification for a focus of health promotion activities on physical activity. Evidence from the 2004/2005 National Health Survey shows that, generally, men in our catchment areas have higher rates of obesity than the Victorian or Country Victorian averages, with significantly more men in the Loddon Shire being considered obese than the Victorian average (for example 226.6 men per 1000 were considered obese in North Loddon in comparison to 159.6 per 1000 in the rest of Victoria). However rates of obesity for females in the Greater Bendigo and Loddon were similar to or less than the Victorian averages.

The ill-health effects of tobacco use are well known and documented and significant resources are expended by all levels of governments to aim to prevent **tobacco related harm** occurring. Evidence from the 2004/2005 National Health Survey suggests that, generally, there is a higher rate of adults smoking in the Greater Bendigo and Loddon areas than the Victorian average. For example, 335.3 men per 1000 in Central Greater Bendigo smoked in comparison to a rate of 259.8 per 1000 men in the rest of Victoria and 275.3 per 1000 women in the Central Greater Bendigo smoked in comparison to a rate of 181.5 per 1000 women in the rest of Victoria.

On issues relating to **sexual and reproductive health**, there is evidence that a specific focus should be made on targeted health promotion, screening and prevention activities. There appears to be an unusual increase in the incidence of Hepatitis C within the Loddon area (a rate of 62 per 1000 in comparison to a rate of 46.5 per 1000 for the rest of Victoria). In the Greater Bendigo area, we see a significantly higher incidence of Chlamydia (360.7 per 1000) compared with the rate for the rest of Victoria (259.8 per 1000).

In terms of screening for early detection of breast cancer, the best available evidence suggests that the screening rate for women aged 50-69 years is generally similar to the rate for the Victorian population – however there is some tentative evidence to suggest that women who live in particular parts of Greater Bendigo or Loddon Shire are not participating in breast screening at the same rate (with particularly low rates in Marong and the Bealiba/Logan area). There is also evidence to suggest that cervical cancer screening rates are lower in our Partnership catchment area than the regional and state rates with recent advice from Pap Screen Victoria stating that, compared to the State average of 63.1% of women in the target age groups participating, only 60.9% from Greater Bendigo and 60.6% from Loddon participate in screening.

Priority Health Promotion Objectives



Integrated Health Promotion – Mental Health and Wellbeing

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|---|--|---------------------|---|-------|-------|-------|
| Develop a broad-based local area planning and coordination capacity embracing the diverse elements of a community response to mental health | A.1 To participate actively in the Southern Sub-regional Planning and Governance Group for Mental Health Reform | BH | DH PCP Executive Officer Partner Organisations | | ✓ | ✓ |
| Lead an organised and collaborative effort to promote positive mental health in targeted community settings | A.2 Maintain the Loddon Shire Healthy Minds Network | LSC | BDH BH IDHS DBNC | ✓ | ✓ | ✓ |
| | A.3 Support the implementation of the Loddon Mallee Region Problem Gambling Integrated Health Promotion Catchment Plan 2009-2012 | St Luke's Anglicare | All members PCP Executive Officer | ✓ | ✓ | ✓ |
| | A.4 Support the Loddon Campaspe Family Violence Advisory Committee | EASE | Annie North BCHS CASA Centacare DH LMHS St Luke's Anglicare Victoria Police WHLM PCP Executive Officer | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|---|-----------------|--|-------|-------|-------|
| | A.5 Support the Bendigo Family Violence Prevention Network | Victoria Police | Annie North BCHS BDAC CASA CoGB DH EASE LAJAC HH Victoria Police WHLM YSAS PCP Project Officer | ✓ | ✓ | ✓ |
| | A.6 Attend or hold a community event annually to raise public awareness of IDHS mental health services and the literature and other resources available from IDHS | IDHS | Wedderburn College LSC | ✓ | ✓ | ✓ |
| | A.7 Conduct a health and wellbeing event during Mental Health Week | BCHS | Bendigo Advertiser Bendigo Bank BUFS Pharmacies CoGB CVGPN Elmore Primary Health Service Rotary Clubs | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|---|--------------|--|-------|-------|-------|
| | A.8 Bring together local services, businesses, community groups and clubs to showcase their services and distribute health information in a festival style event at Kangaroo Flat | BCHS | Bendigo Bank Bendigo Diabetes Support Group Bendigo Scale Modelers Church groups CoGB Community Groups Primary Schools Sporting Clubs | ✓ | | |
| | A.9 Conduct population-based men's health events during September to enhance the knowledge of and access to mental health and other services and programs within Greater Bendigo. | BCHS | Bendigo Bank BUFS Pharmacies CoGB CVGPN Elmore Primary Health Service Media Rotary Clubs | ✓ | ✓ | ✓ |
| | A.10 Conduct a population based women's health event in Elmore to identify current health needs and improve their health knowledge and access to services and programs | BCHS | CWA Elmore Progress Association | ✓ | | |
| | A.11 Conduct Women's Health Week in Bendigo and International Women's Day in Bendigo annually | WHLM | Partner Organisations | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|---|--|--------------|--|-------|-------|-------|
| Reduce the risk factors for mental health problems associated with substance issues | A.12 Strengthen the Bendigo Loddon Alcohol Action Plan Committee | BCHS | BDAC BDH BH CoGB Sports Focus YSAS Police Salvation Army PCP Project Officer | ✓ | ✓ | ✓ |
| Promote a socially inclusive society to strengthen recognised protective factors for mental wellbeing | A.13 Facilitate activities that increase social connection | WHLM | | ✓ | ✓ | ✓ |
| | A.14 Support women’s community groups and networks to provide more social connection opportunities | WHLM | | ✓ | ✓ | ✓ |
| | A.15 Provide events to raise the awareness of mental health and wellbeing in our community including educational workshops for existing groups and primary school students | IDHS | Existing strength training groups IDHS physical activity trainers Mental Health Nurse Other service providers Schools | ✓ | ✓ | ✓ |
| | A.16 Facilitate the delivery of the Mental Health First Aid course in two communities each year | IDHS | Existing strength training groups IDHS physical trainers Mental Health Nurse Other service providers General community | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|---|--------------|---|-------|-------|-------|
| | A.17 Conduct Mental Health First Aid and Youth Mental Health First Aid courses in North Loddon | NDCHS | Organisations providing services to North Loddon including schools, BDH and LSC | ✓ | ✓ | ✓ |
| | A.18 Conduct "Build Your Game" programs in sporting clubs | NDCHS | Sporting Clubs | ✓ | ✓ | ✓ |
| | A.19 Develop culturally appropriate "Arts for Health" programs with young Aboriginal people in Bendigo using a Health Promotion Framework | BDAC | Annie North BCHS CoGB IDHS | ✓ | ✓ | ✓ |
| | A.20 Develop and implement a mental health and wellbeing program for young women with children. To be held twice yearly for 6 – 8 weeks | IDHS | Existing strength training groups IDHS physical trainers Mental Health Nurse Other service providers | ✓ | ✓ | ✓ |
| | A.21 Develop a local interagency protocol and referral pathway for addressing elder abuse in Greater Bendigo and Loddon | WHLM | Annie North Baptcare BDAC BDH BH BUCO CASA CoGB IDHS LMHS LSC HH | ✓ | ✓ | |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|--|---|---------------------|---|-------|-------|-------|
| | A.22 Raise awareness and increase community understanding of elder abuse within the aged care services sector and the general community in the Loddon Mallee Region and in accordance with the 'With respect to Age 2009' framework | WHLM | Annie North BCHS BDAC BDH BH CASA CoGB IDHS LMHS HH | ✓ | ✓ | |
| | A.23 Develop and implement a program for women aged 55-74 years in Greater Bendigo and Loddon, with a focus on improving the social determinants of health and social connectedness | WHLM | Annie North Baptcare BDAC BDH BH BSVB CoGB IDHS Monash University | ✓ | ✓ | |
| Systematically improve the mental health competency of other key workforces in the community | A.24 Develop and deliver education to member organisations about how to identify and respond to young people who have experienced trauma | CASA | Annie North BCHS BDAC CoGB EASE IDHS St Luke's Anglicare | | ✓ | ✓ |
| | A.25 To facilitate the delivery of the 'Participation for Health' short course (previously Mental Health Promotion course) | Executive Committee | St Luke's Anglicare BCHS BH LaTrobe University CVGPN | ✓ | | |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|---|---|--------------|--|-------|-------|-------|
| | A.26 Utilise and promote Beyond Blue and other forms of mental health education and professional support services | HH | Beyond Blue BH CoGB CVGPN MAHS St Luke's | ✓ | | |
| | A.27 Develop strategies to educate new mothers and their support network about Post Natal Depression including the "Looking After Yourself" program | IDHS | Maternal and Child Health Nurses Mental Health Nurse Ante Natal and Post Natal Groups Parenting Groups Other service providers | ✓ | ✓ | ✓ |
| | A.28 Build capacity of workers and community members to deliver programs for women | WHLM | PCP Partner Organisations | ✓ | ✓ | |
| | A.29 Disseminate findings of the Country Closet (research on the experience/issues facing lesbians in rural areas) to mental health and other health practitioners | WHLM | | ✓ | ✓ | ✓ |
| | A.30 Disseminate information to PCPs, health agencies, all LGAs and other organisations to increase their awareness of an activity in addressing the needs of women | WHLM | PCP Partner Organisations | ✓ | ✓ | ✓ |
| Promote primary health services as a key access point for mental health care and referral | A.31 Conduct workplace mental health checks | BCHS | Business Employers Workhealth | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|---|---|--------------|--|-------|-------|-------|
| | A.32 Conduct a population based Children's Week event to raise awareness of contemporary child related issues and increase knowledge and access to children's services for 0 – 12 years | BCHS | Bendigo Library CAMHS BDAC YMCA Schools Kindergartens CoGB Playgroups | ✓ | | |
| Improve the social, spiritual and emotional well-being of Aboriginal people, their families and community | A.33 Assist Aboriginal people in South Loddon to access mainstream mental health and social support services as required | IDHS | BDAC | ✓ | ✓ | ✓ |

Integrated Health Promotion – Sexual and Reproductive Health

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|--|--|--------------|--|-------|-------|-------|
| Best practice will guide our sexual and reproductive health promotion activities | B.1 A review of evidence is undertaken to determine the most effective education mechanisms for preventing unplanned teenage pregnancy and the most effective support mechanisms to assist young parents in developing positive parenting skills | BCHS | BDAC CoGB IDHS | ✓ | | |
| | B.2 Strengthen the SHTG and facilitate the development of an annual implementation plan for sexual and reproductive health promotion | BCHS | BSVB CoGB CAN IDHS HH NDCHS WHLM BDH PCP Project Officer | ✓ | ✓ | ✓ |
| Increase access to and women's participation in pap test screening particularly in rural areas | B.3 Improve sexual and reproductive health outcomes for women by increasing rural pap tests | WHLM | SHTG Members PCP Secretariat | ✓ | ✓ | ✓ |
| | B.4 Disseminate information to health agencies and local governments to increase their awareness of and activity in addressing the needs of women in their area of concern (Fact Sheets) | WHLM | HH BH BCHS DBNC IDHS BDH NDCHS LSC CoGB PCP Project Officer | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|--|--------------|----------|-------|-------|-------|
| | B.5 Work on priorities such as increasing access to and participation in pap tests | WHLM | SHTG | ✓ | ✓ | ✓ |
| | B.6 Facilitate the delivery of health information and screening in disadvantaged areas | WHLM | SHTG | ✓ | ✓ | ✓ |
| | B.7 Develop and implement a social marketing strategy to promote the bi-monthly Women's Health Clinic in North Loddon | NDCHS | SHTG | ✓ | ✓ | ✓ |
| | B.8 Provide Well Women's Clinic by Nurse Pap Test Providers on a monthly basis in South Loddon | IDHS | | ✓ | ✓ | ✓ |
| | B.9 Develop and implement a social marketing strategy to promote the Well Women's Clinics and health promotion information | IDHS | | ✓ | ✓ | ✓ |
| | B.10 Nurse Pap Test Providers to maintain accreditation annually | IDHS | | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|--|--------------|--|-------|-------|-------|
| | B.11 Work in partnership with other organisations to provide sexual health awareness and screening activities to the Heathcote community | HH | BCHS BreastScreen Cancer Council Centrecare CVGPN Jean Hailes Foundation Maternal and Child Health Melbourne Sexual Health Services Pharmacists Schools Nurses SHTG WHLM | ✓ | ✓ | ✓ |
| | B.12 Pap screening is promoted specifically to Aboriginal women | SHTG | BCHS BDAC BSVB CVGPN IDHS LMHS WHLM | ✓ | ✓ | ✓ |
| | B.13 Conduct a sexual health and wellbeing clinic for hard to reach women who have not had a recent pap test | BCHS | SHTG PCP Secretariat | | ✓ | |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|---|--|--------------|---|-------|-------|-------|
| Provide sexual and reproductive health education for appropriate age groups | B.14 Deliver puberty sessions to Grade 5/6 at Inglewood Primary School | IDHS | Inglewood Primary School Wedderburn College South Loddon sporting clubs BCHS ILBIJERRI Theatre HEPCVIC | ✓ | ✓ | ✓ |
| | B.15 Deliver a workshop at the Loddon Youth Expo biannually in relation to sexual and reproductive health to all Year 9/10 students in the Loddon area | IDHS | Inglewood Primary School Wedderburn College South Loddon sporting clubs BCHS ILBIJERRI Theatre HEPCVIC | | ✓ | |
| | B.16 Deliver the Core of Life program to Year 10 students at Wedderburn College | IDHS | Inglewood Primary School Wedderburn College South Loddon sporting clubs BCHS ILBIJERRI Theatre HEPCVIC | ✓ | ✓ | ✓ |
| | B.17 Conduct sexual health education and population based events in a variety of settings | BCHS | SHTG | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|--|--------------|---|-------|-------|-------|
| | B.18 Deliver two information sessions each year in sporting clubs to increase awareness of Sexually Transmitted Infections (STI's) in young people | IDHS | Inglewood Primary School Wedderburn College South Loddon sporting clubs BCHS ILBIJERRI Theatre HEPCVIC | ✓ | ✓ | ✓ |
| | B.19 Hold an event during Sexual Health Awareness Month to raise awareness of sexual and reproductive health issues amongst the South Loddon community | IDHS | Inglewood Primary School Wedderburn College South Loddon sporting clubs BCHS ILBIJERRI Theatre HEPCVIC | ✓ | ✓ | ✓ |
| | B.20 Arrange for "Chopped Liver" a theatrical skit providing messages around Hepatitis C to be delivered in South Loddon region | IDHS | Inglewood Primary School Wedderburn College South Loddon sporting clubs BCHS ILBIJERRI Theatre HEPCVIC | | | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|--|--------------|---|-------|-------|-------|
| | B.21 Deliver men's health nights to assist in raising awareness of sexual and reproductive health issues amongst the South Loddon community | IDHS | Inglewood Primary School Wedderburn College South Loddon sporting clubs BCHS ILBIJERRI Theatre HEPCVIC | | ✓ | ✓ |
| | B.22 Conduct a men's health male friendly clinic in a variety of settings | BCHS | CoGB DBNC HH | ✓ | ✓ | ✓ |
| | B.23 Conduct a sexual health and wellbeing clinic to promote the sexual health knowledge of young people and increase their access to resources and services | BCHS | Schools FPV | ✓ | ✓ | ✓ |
| | B.24 Conduct a population based event on World Aids Day | BCHS | CAN | ✓ | ✓ | ✓ |
| | B.25 Conduct a population based youth health week event | BCHS | Schools St Luke's BDAC CoGB YMCA | ✓ | | |
| | B.26 Breast screening is promoted specifically to Aboriginal women | BSVB | BDAC IDHS LMHS WHLM | ✓ | ✓ | ✓ |

Integrated Health Promotion – Promoting Physical Activity and Active Communities

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|--|--|--------------|---|-------|-------|-------|
| To provide information and increased knowledge in the broader community about the benefits of physical activity and good nutrition | C.1 To increase the knowledge of the benefits of physical activity for the Eaglehawk community by conducting a population based event during the Dahlia and Arts Festival annually | BCHS | Dahlia and Arts Committee Eaglehawk Schools Pre-Schools Playgroups | ✓ | ✓ | ✓ |
| | C.2 To provide information to parents, families and service providers to increase knowledge relating to healthy feet by conducting settings based information sessions | BCHS | Pre-schools Schools BH CoGB Local Business | ✓ | ✓ | |
| | C.3 Conduct a population based event for older adults | BCHS | Probus Senior Citizens CoGB Media | ✓ | | |
| | C.4 To facilitate the “Healthy Habits for Children” and food services networks to promote healthy eating and physical activity information and resources for schools and early children’s services in Bendigo and surrounding areas to assist their ability to promote healthy eating and physical activity to children and families | BH | Children Services Playgroups Schools | | ✓ | |
| | C.5 To provide training and support to children’s services or groups to support the ability of staff or volunteers to promote healthy eating and physical activity to children and families | BH | Long Gully OSHC Playgroup | | ✓ | |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|--|--------------|-----------------------------------|-------|-------|-------|
| | C.6 To partner with local community men's services and groups (eg Men's Sheds) to educate participants and support their knowledge and skills to eat healthy and have healthy physical activity habits with at least 50% of participants showing good knowledge | BH | Men's Sheds Men's Groups | | ✓ | |
| | C.7 To partner with local community services and groups to promote healthy eating and physical activity information to support local participating community member's knowledge and or skills about how to eat health and have healthy physical activity habits (Men's Health Week, Nutrition Week, Veteran Affairs Week, Aboriginal events, VIBE Alive promotional event) | BH | BCHS Dietitians DVA BDAC | | ✓ | |
| | C.8 To partner with local neighbourhood renewal community services to educate their community group participants and support their knowledge and skills to eat healthy and have healthy physical activity habits with at least 50% of participants showing good knowledge (eg FIND) | BH | CoGB BCHS St Luke's | | ✓ | |
| | C.9 To partner with local Loddon Campaspe Multicultural Services to educate their community participants and support their knowledge and skills to eat healthy and have healthy physical activity habits with at least 50% of participants showing good knowledge (LCMS men, women and youth) | BH | LMCS | | ✓ | |
| | C.10 To identify and address physical activity and nutritious food within the Bendigo Health workforce by June 2012 | BH | Staff groups | | | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|---|--------------|---|-------|-------|-------|
| | C.11 Implement innovative training for staff working in Planned Activity Groups with a focus on Health Promotion | CoGB LSC | BCHS BDH IDHS HH BRIT | ✓ | ✓ | |
| | C.12 Provide support and encouragement to older adults to increase the proportion who participate in walking, strength training, dancing and other physical activity programs currently available | IDHS | Inglewood Community Resource Centre Heart Foundation VicFit Dance Your Way To Health Bridgewater Group | ✓ | ✓ | ✓ |
| | C.13 Develop a marketing strategy to increase community awareness of available local physical activity programs delivered and supported by IDHS | IDHS | Inglewood Community Resource Centre Heart Foundation VicFit Dance Your Way To Health Bridgewater Group | ✓ | ✓ | ✓ |
| | C.14 Provide advice and information on diabetes at Rural Women's on Farm Gathering | IDHS | Diabetes Australia Rural Women's On Farm Gathering | ✓ | ✓ | ✓ |
| | C.15 Promote the usage of the PCP strength training posters to those aged 55 years and over across the Heathcote community | HH | PAC | ✓ | | |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|--|---|--------------|---|-------|-------|-------|
| | C.16 Conduct health education and information sessions in a range of settings to encourage the uptake of physical activity in the North Loddon area | NDCHS | Schools Sports Clubs Men's Sheds | ✓ | ✓ | ✓ |
| To provide opportunities to specific groups to access and participate in physical activity and healthy eating programs | C.17 To collaboratively work with at least one local Bendigo school to improve their healthy eating and physical activity health promotion strategies | BH | School School Community | | | ✓ |
| | C.18 To conduct empowering group and/or individual information sessions for the "NETschool MOVE Project" students to support their knowledge and/or skills with at least 50% showing good knowledge of how to eat healthy and have healthy physical activity habits | BH | NETschool | | ✓ | |
| | C.19 Conduct older adults strength training programs to increase balance, flexibility and strength | BCHS | | ✓ | ✓ | ✓ |
| | C.20 Conduct a walking lifestyle program for community members to increase physical activity participation and knowledge of health related issues | BCHS | CoGB Elmore Primary Health Services LCMS | ✓ | ✓ | ✓ |
| | C.21 Conduct regular Tai Chi classes to enhance flexibility, balance and strength | BCHS | Senior Citizens Probus COTA | ✓ | | |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|---|--------------|---|-------|-------|-------|
| | C.22 Support and maintain the existing walking groups in Korong Vale, Inglewood and Tarnagulla by walking with each group four times a year | IDHS | Inglewood Community Resource Centre Heart Foundation VicFit Dance Your Way To Health Bridgewater Group | ✓ | ✓ | ✓ |
| | C.23 Deliver the 10 week GAP program in Tarnagulla and Korong Vale during 2010. A further 2 programs to be delivered in Bridgewater and Inglewood during 2011 | IDHS | Dance Your Way To Health Bridgewater Group Inglewood Community Resource Centre Heart Foundation VicFit | ✓ | ✓ | |
| | C.24 Provide ongoing support and assistance to the Dance Your Way To Health (DYWTH) Bridgewater Group | IDHS | Inglewood Community Resource Centre Heart Foundation VicFit Dance Your Way To Health Bridgewater Group | ✓ | ✓ | |
| | C.25 Attend 4 DYWTH sessions per year to ensure ongoing engagement with IDHS and deliver health promotion messages regarding exercise | IDHS | Inglewood Community Resource Centre Heart Foundation VicFit Dance Your Way To Health Bridgewater Group | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|--|--------------|---|-------|-------|-------|
| | C.26 Provide access for DYWTH participants to the "Affect Balance Scale" assessment in 2010 and make referrals to IDHS physiotherapist if required | IDHS | Inglewood Community Resource Centre Heart Foundation VicFit Dance Your Way To Health Bridgewater Group | ✓ | | |
| | C.27 Develop and implement health promotion programs to improve the community members ability to manage chronic illness | IDHS | Inglewood Community Resource Centre Heart Foundation VicFit Dance Your Way To Health Bridgewater Group | ✓ | ✓ | ✓ |
| | C.28 Deliver the LIFE program in one community each year, then a follow up program | IDHS | Diabetes Australia Rural Women's On Farm Gathering | ✓ | ✓ | ✓ |
| | C.29 Deliver the "Better Health Self Management Program" (BHSMP) in Korong Vale and repeat in one community each year | IDHS | Diabetes Australia Rural Women's On Farm Gathering | ✓ | ✓ | ✓ |
| | C.30 Encourage the establishment of walking, dancing and activity groups/programs amongst community houses, neighbourhood houses, or primary schools | HH | Primary Schools CoGB PAC | | | ✓ |
| | C.31 Conduct older adults strength training programs to increase balance, reduce the risk of falls and encourage physical activity in Pyramid Hill | NDCHS | | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|--|---|--------------|---|-------|-------|-------|
| Develop capacity of the Health Promotion workforce to provide high quality support for consumer focus and carer inclusive physical activities and nutrition programs | C.32 Access Heart Foundation Walking Group Coordinator training to assist with implementing new walking groups at Bridgwater and Serpentine | IDHS | Inglewood Community Resource Centre Heart Foundation VicFit Dance Your Way To Health Bridgewater Group | ✓ | ✓ | ✓ |
| | C.33 Build community capacity, by the Community Development Worker attending the Get Active Program (GAP) training | IDHS | Inglewood Community Resource Centre Heart Foundation VicFit Dance Your Way To Health Bridgewater Group | ✓ | ✓ | |
| | C.34 Maintain the IDHS working party for Health Promotion Events | IDHS | Diabetes Australia Rural Women's On Farm Gathering | ✓ | ✓ | ✓ |
| | C.35 Implement the Strength Training Development Plan | PAC | BCHS BDAC BDH BH CVGPN IDHS HH Sports Focus | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|--|-----------------|--|-------|-------|-------|
| | C.36 Maintain the Physical Activity Consortium and facilitate the development of an implementation plan for the promotion of physical activity and nutrition | PCP Secretariat | BCHS BDAC BDH BDH CoGB CVGPN IDHS LSC HH Sports Focus Vision Australia DPCD | ✓ | ✓ | ✓ |

Integrated Health Promotion – Reducing Tobacco Related Harm

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|---|--|--------------|--|-------|-------|-------|
| To reduce smoking amongst adults | D.1 To pilot an integrated life skills program for AOD clients with a focus on enhancing skills and capacity to reduce tobacco intake and encourage a healthy lifestyle | BCHS | | ✓ | ✓ | ✓ |
| | D.2 Provide education and support on demand to prevent the uptake of tobacco and tobacco cessation activities for people and in the workplace | BCHS | TRTG Community Members Employers | ✓ | ✓ | ✓ |
| | D.3 By June 2012 the number of Bendigo Health staff who adhere to Bendigo Health's Tobacco policies will increase by 10% | BH | TRTG | | | ✓ |
| To reduce smoking amongst pregnant women | D.4 To implement strategies to encourage and support pregnant women generally to quit smoking by using the 5A strategy (Ask, Advise, Assess, Assist and Ask Again), when possible, increasing the referrals from GPs and other clinicians of pregnant women to smoking cessation programs and using other support mechanisms, where possible | TRTG | WHLM CVGPN | | | ✓ |
| To reduce smoking amongst adult Aboriginal and other high smoking prevalence groups, including young people, CALD community and those with mental illness | D.5 To facilitate the Victorian Laryngectomy Association's Smoking Prevention Program for Year 7 students in Bendigo to reduce the intention to uptake or maintain smoking behaviours | BH | Secondary Colleges | | ✓ | |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|---|--------------|---|-------|-------|-------|
| | D.6 To facilitate the QUIT Victoria Critic's Choice Smoking Prevention Program for disadvantaged students aged 16 to 19 years of the Bendigo NETschool service to reduce the intention to uptake or maintain smoking behaviours | BH | NETschool Program | | ✓ | |
| | D.7 To achieve below Victorian average smoking rates amongst Year 10 students at two Bendigo Secondary Colleges by June 2012. | BH | Secondary Colleges | | | ✓ |
| | D.8 In conjunction with QUIT Victoria conduct social marketing strategies to reduce the uptake of young people smoking in the City of Greater Bendigo | BCHS | Schools QUIT TRTG | ✓ | ✓ | ✓ |
| | D.9 Support BDAC youth group to develop smoke free messages through creative arts | BDAC | TRTG | | ✓ | |
| | D.10 Extend the use of Ibera software by BDAC health workers to demonstrate the health impacts of smoking | BDAC | TRTG | | ✓ | ✓ |
| | D.11 Smoking cessation and smoking prevention programs are promoted specifically to Aboriginal people and staff of Aboriginal specific services | BDAC | BCHS BH CVGPN DH IDHS | ✓ | ✓ | ✓ |
| | D.12 Conduct health information and education sessions in a range of settings to encourage the reduction of tobacco usage in North Loddon | NDCHS | Schools Sporting Clubs Mens' Shed Community Groups | ✓ | ✓ | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|--|--|---------------------|--|-------|-------|-------|
| To build the capacity of the health and community services workforce in order to help smokers to quit | D.13 To conduct one-on-one skill development and individual capacity building in response to those who wish to cease smoking | NDCHS | | ✓ | ✓ | ✓ |
| | D.14 To complete and disseminate the local Bendigo Health's "Pharmacy Mapping Report" and recommendations to participating pharmacies in Bendigo | BH | Pharmacies | | ✓ | |
| | D.15 To collaboratively develop and disseminate to local Bendigo pharmacies, a "localised referral pathway" for community members wanting to access Quit smoking support services locally | BH | Pharmacies | ✓ | ✓ | |
| | D.16 To extend the facilitation of Quit Victoria "Pharmacy Specific Staff Training" for more pharmacies who express interest in this training | BH | Pharmacies | | ✓ | |
| | D.17 Invite funded Quit program providers to work in partnership with HH and investigate the feasibility of outreach services being provided to the area | HH | Alcohol and Drugs Network Loddon Mallee CVGPN BCHS | | ✓ | ✓ |
| To provide leadership in tobacco reduction by establishing a Task Group to oversee the implementation of the Greater Bendigo and Loddon Tobacco Reduction Plan | D.18 To participate in the Tobacco Reduction Task Group to support local member services to collaboratively develop manageable local smoking prevention strategies for the Bendigo community | PCP Project Officer | BH CoGB LCMCS BCHS BDAC | | | ✓ |

| Objective | Intervention Type and Strategies | Organisation | Partners | 09/10 | 10/11 | 11/12 |
|-----------|--|--------------|-------------------------------------|-------|-------|-------|
| | D.19 To conduct an annual forum to showcase best practice in tobacco reduction programs and review the Tobacco Reduction Plan actions annually | TRTG | BH CoGB LCMCS BCHS BDAC | | | ✓ |