

Upper Hume Healthy Eating and Active Living Catchment Plan (2017-2021)

Health Promotion and Prevention Strategic Plan



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Acronyms

UHPCP – Upper Hume Primary Care Partnership AP – Achievement Program

HP – Health Promotion

DHHS – Department of Health and Human Services MPHWP – Municipal Public Health and Wellbeing Plan LG – Local Government

UH – Upper Hume

Executive summary

The Upper Hume Healthy Eating and Active Living Catchment Plan (2017 -2021) is the prevention and health promotion strategic plan for the following five health agencies located in the Upper Hume catchment of the three local government areas of City of Wodonga, Indigo and Towong Shires:

- Beechworth Health Service
- Gateway Health
- Indigo North Health
- Corryong Health
- Tallangatta Health Service

The catchment plan focuses on the health priority area of **healthier eating and active living** as per Victorian Public Health and Wellbeing Plan (2015-2019) with the following vision and goal defined by the five health agencies listed above:

Vision: All people in the Upper Hume catchment live in communities that are safe, connected and are healthy and well.

Goal: To support Upper Hume HP communities to improve healthy eating and active living by 2021.

In order to address this vision and goal, the four following objectives have been defined to address improvements in healthier eating and active living across the catchment:

- 1.0 Collaborate with local government to take action on healthy eating and active living
- 2.0 Support communities to take action to increase HE and AL by 2021
- 3.0 Increase the number of healthy settings where people live work learn and play by 2021
- 4.0 UHPCP supports planning implementation, monitoring and evaluation of UH healthy eating and active living catchment plan

The catchment plan is a strategic and collaborative approach to address a population health particularly in the area of healthier eating and active living that identifies the importance of working together with health agencies and other stakeholders in the catchment to deliver outcomes for the identified communities.

The current health status of the communities in the catchment including low levels of fruit and vegetable consumption, high rates of consumption of sugar sweetened beverages, high levels of pre-obese and obesity levels and low / insufficient levels of physical activity support the need to address the health priority area of healthier eating and active living.

The UH Healthy Eating and Active Living Catchment Plan (2017-2021) has been developed in accordance with the Victorian public health and wellbeing plan (2015-2019) and the Victorian public health and wellbeing outcomes framework and adopts the recommendations to work closely with and link to the Local Government Council Plans and Municipal Public Health and Wellbeing Plan.

The catchment plan builds on the previous four years of collaborative approach to healthy eating and is inclusive of funded and non-funded prevention partners, local government and community organisations. It identifies four points of intervention and action for the delivery of the strategic plan:

- Collaborate with local government
- Support communities to take local action
- Healthy settings
- Coordinated action

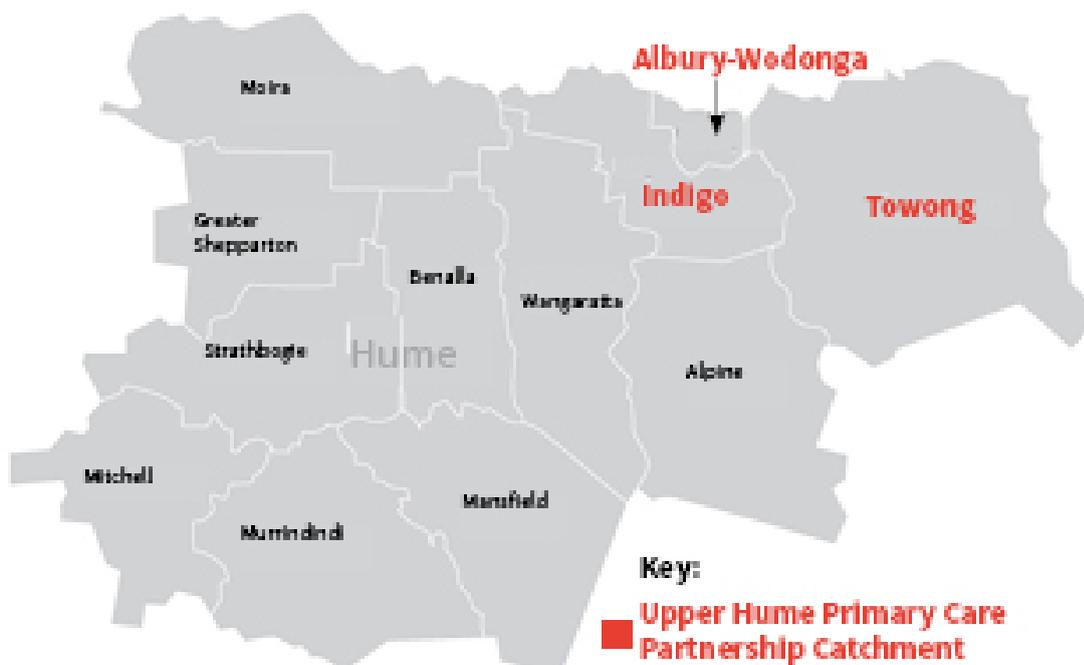
Background

The **UH Healthy Eating and Active Living Catchment Plan (2017 – 2021)** is the four year strategic plan for Prevention and Health Promotion in Upper Hume catchment which is inclusive of three local government areas, City of Wodonga, Indigo and Towong Shires. This is a whole of catchment plan and approach to promote and support improvements in healthier eating and active living for the population across the area. The plan has been developed in partnership with five health services that provide health promotion and prevention approaches in the region:

- Beechworth Health Service
- Gateway Health
- Indigo North Health
- Corryong Health
- Tallangatta Health Service

Local government areas defined

The Upper Hume Healthy Eating and Active Living catchment plan covers three local government areas in the Ovens Murray Region and includes Indigo Shire, Towong Shire and City of Wodonga.



The population for each of the LGAs is highlighted below:

	Indigo	Towong	Wodonga
Geographic area (sq km)	2,040.0	6,674.0	433
Population	15,317	5,918	36,025
ATSI origin	1.1%	1.7%	2.4%
Language other than English at home	2.3%	1.9%	4.9%
Index of Relative Socio economic Disadvantage	1010 (53 rank)	996 (42 rank)	975 (26 rank)
Unemployment	4.7% (55 rank)	6.0% (31 rank)	7.5% (12 rank)
Family headed by 1 parent	13.0% (56 rank)	10.7% (74 rank)	19.2% (3 rank)
Income less than \$400/week	40.1% (50 rank)	45.4% (15 rank)	37.3% (67)
People with food insecurity	6.0% (22 rank)	5.0% (33 rank)	6.7% (15 rank)
People who help as volunteer	33% (12 rank)	41% (5 rank)	22% (49 rank)
People who feel safe on streets alone	81% (4 rank)	76% (7 Rank)	62% (55 rank)

Planning

The development of the strategic UH Healthy Eating and Active Living Catchment Plan acknowledges and identifies the health promotion work that has been undertaken in the catchment with the UHPCP Integrated Health Promotion (IHP) Healthy Eating Plan (2012 – 2017) and Hume Region focus on Healthy Eating in the last planning period.

It considers the networks, partnerships and frameworks established and utilised over the previous four years and the importance of long term focus on healthy eating and coordinated approach.

As per recommendation from the evaluation of the Hume Region Integrated Health Promotion Strategy (HRIHPS) and the direction provided by Ovens Murray and Goulburn (OMG) area of East Division, Department of Health and Human Services, the continued focus will be on healthy eating in the catchment.

Therefore, with this recommendation and alignment with the Victorian Public Health and Wellbeing Plan (2015 – 2019), the health priority for the UHPCP catchment is: **Healthier Eating and Active Living**

The plan has also been developed with consideration of and alignment with the Local Government Council Plans and Municipal Public Health and Wellbeing Plans (some of which are still in development).

This alignment is highlighted later in this document (see page 15).

Policy Context

There are a number of policy document and strategic document that have provided the context for the development of the UH Healthy Eating and Active Living Catchment Plan (2017-2021):

- Victorian public health and wellbeing plan (2015 – 2019)
- Victorian public health and wellbeing outcomes framework
- Advice for public health and wellbeing planning in Victoria: planning cycle 2017 - 2021

- DHHS East Division Ovens Murray & Goulburn Placed Based Prevention Strategy
- Principles for place based prevention (DHHS)

Place-based approaches - Victorian public health and wellbeing plan (2015 – 2019)

These following principles provide a focus on all of the key settings where people live, learn, work and play including early childhood care settings and schools, workplaces, communities, liveable neighbourhoods, health and human services and residential and custodial care.

- Transparent line-of-sight
- Outcomes focused
- Mutually reinforcing activities
- Whole of community, whole of systems approach
- Prevention at scale
- Emphasis on multi risk factor approaches
- Embedded equity
- Leadership at every level
- Culture of action, reflection and experimentation

For further information about place based approaches, refer to the appendices.

Strategic directions of VPHWP

The UHPCP member agencies have considered and utilised the strategic directions of the VPHWP to develop the strategic direction of the plan:

- Promote consumption of healthy, sustainable and safe food consistent with the Australian dietary guidelines.
- Support healthy food choices to be the easier choices for all Victorians by working across the entire food system.
- Encourage and support people to be as physically active as often as possible throughout their lives.
- Strategies may include active transport (such as walking or cycling to work), neighbourhood design that promotes activity and social connectedness and participation in sport and recreation
- Encourage interaction with nature in Victoria's parks and open spaces.

Where are we now?

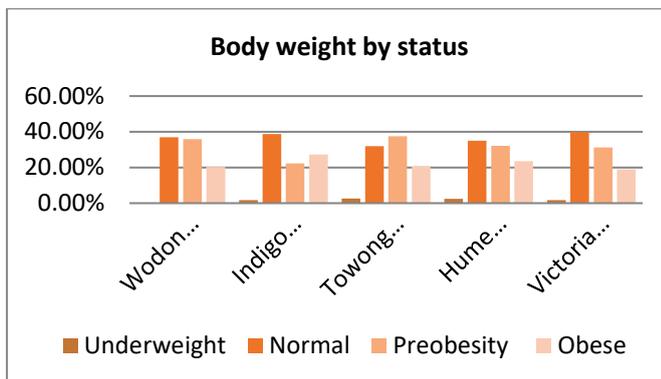
Our Communities – City of Wodonga, Indigo Shire Council, Towong Shire Health Status Upper Hume Catchment

The UH Healthy Eating and Active Living Catchment Plan (2017 -2021) aims to improve the health status of the people living within the communities of the UHPCP catchment in the areas of healthier eating and active living. In addressing this health priority area, the current data available from the following sources provides a snapshot of health relevant to the healthy eating and active living in the catchment as a whole in comparison to Hume (Ovens Murray) and Victorian data.

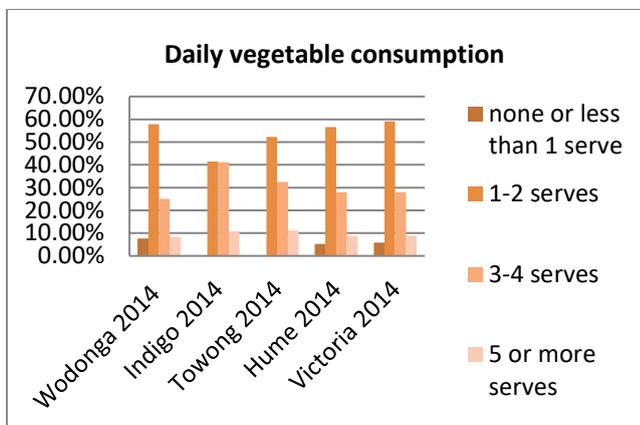
The following data provides information specific to Healthier Eating and Active Living in the local government areas. The data has been collated from a number of sources including:

- Victorian Population Health and Wellbeing Survey (2014)
- Victorian Population Health and Wellbeing Survey (2015)
- Victorian Data – Australian Health Survey 2011-2012
- Local Government Area Profiles 2015 – Department of Health and Human Services
- VCAMS Breastfeeding Rates – Maternal Child Health consultation

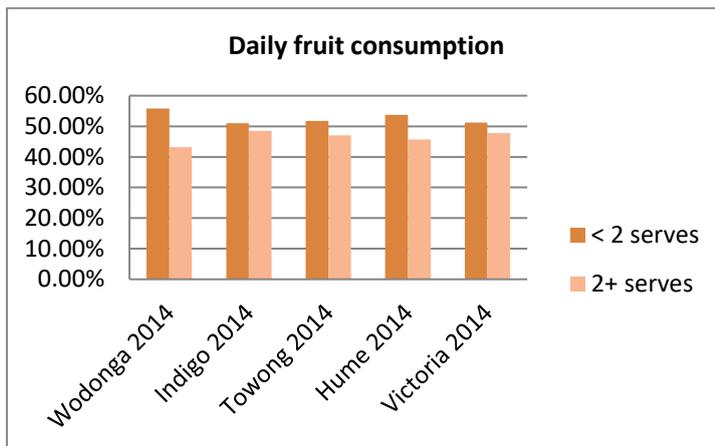
Body weight by status for persons



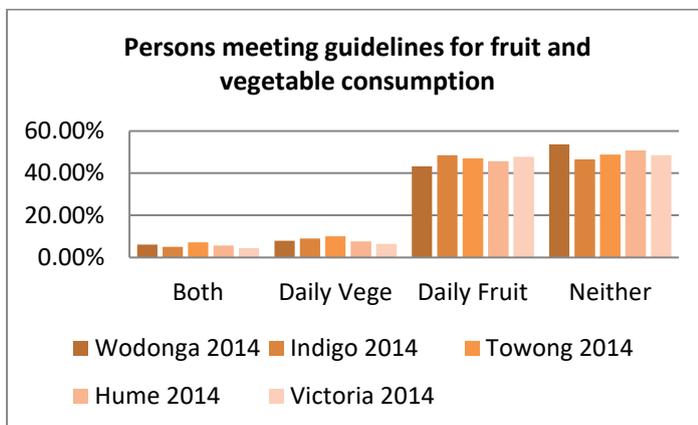
Daily vegetable consumption



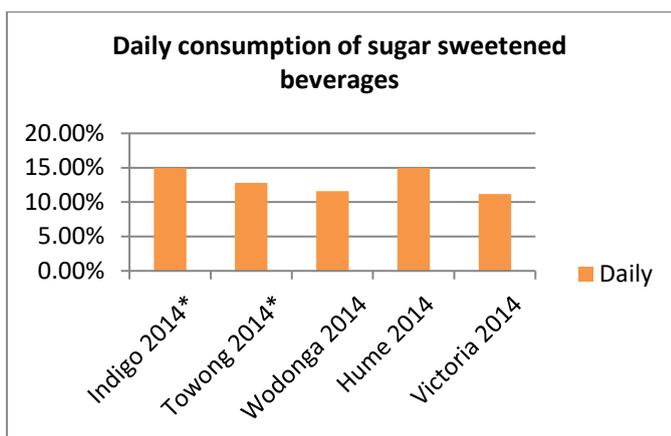
Daily fruit consumption



Persons meeting guidelines for fruit and vegetable consumption



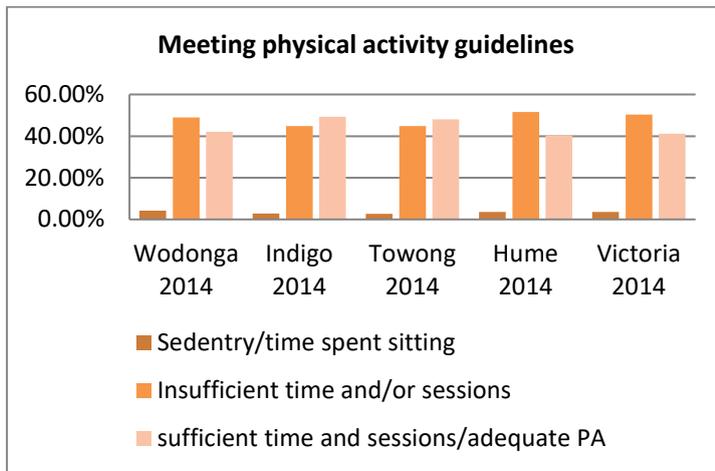
Prevalence of sugar sweetened soft drink consumption by frequency



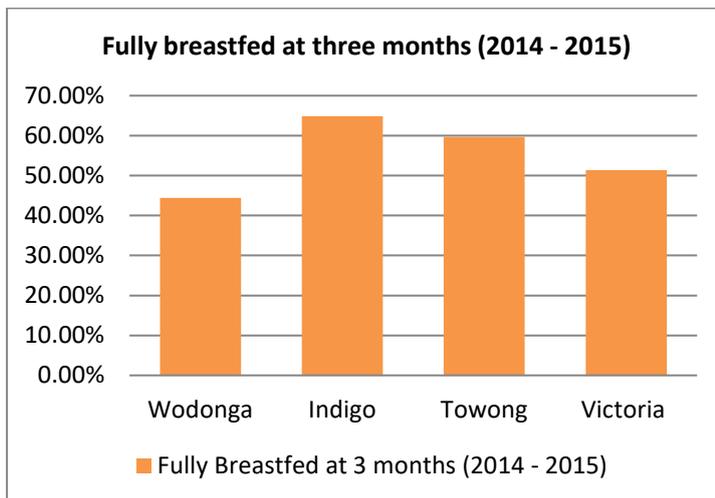
* Data should be interpreted with caution and indicative only

The catchment has a higher than state average for daily consumption of sugar sweetened beverages. Indigo and Towong Shires data should be interpreted with caution as the relative standard error was between 25% and 50%. It is important to note, in Victoria adults have a higher rate of consumption of sugar sweetened beverages in those reporting fair or poor self-reported health status.

Meeting physical activity guidelines

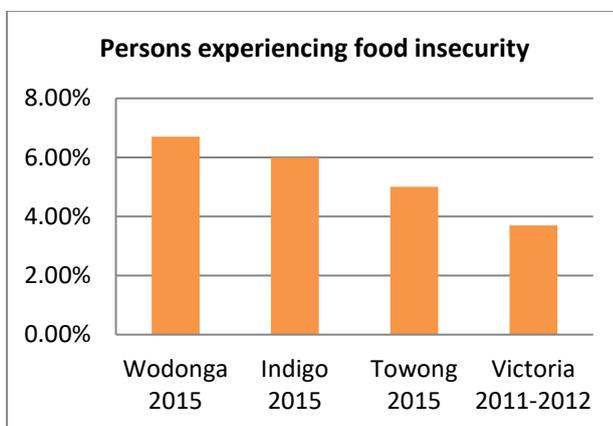


Proportion of infants fully breastfed at three months



Source: VCAMS Breastfeeding Rates – Maternal Child Health consultation (2014-2015)

Food security



Source: Local Government Profiles (2015) and Australian Nutrition Survey 2011 - 2012

Our approach

There is a unified approach to the delivery of the UH Healthy Eating and Active Living Catchment Plan (2017 – 2021) that encompasses a number of principles, approaches and frameworks for action. There is consensus and commitment between the five health agencies health promotion staff to the approaches to be adopted for the delivery of the plan. These are the underlying ways in which the agencies will work:

World Health Organisation - Determinants of health

Social and economic environment

- Physical environment
- Person's individual characteristics and behaviours
- Context of people's lives

Ottawa Charter – Health Promotion 5 areas for action

- Building healthy public policy
- Create supportive environments
- Strengthen community action
- Develop personal skills
- Reorient health services towards primary health care

In addition to these overarching areas for action and consideration of the social determinants of health, the catchment plan also supports the UHPCP Principles of Primary Health Care in the approach to deliver the plan:

- Access and equity
- Strong leadership and governance
- Shared responsibility for collaboration and partnership
- Evidenced based
- Person centred
- Sustainable
- Accountable and transparent

The UH health agencies are committed to and the work is underpinned by:

- Health Equity
- Community engagement and participation
- Principles of co-design
- Alignment with local government MPHWP
- Line of sight between state plan and MPHWP
- Liveability
- Accountability: DHHS, health agencies and the local communities
- Flexibility to support innovative approaches and local context

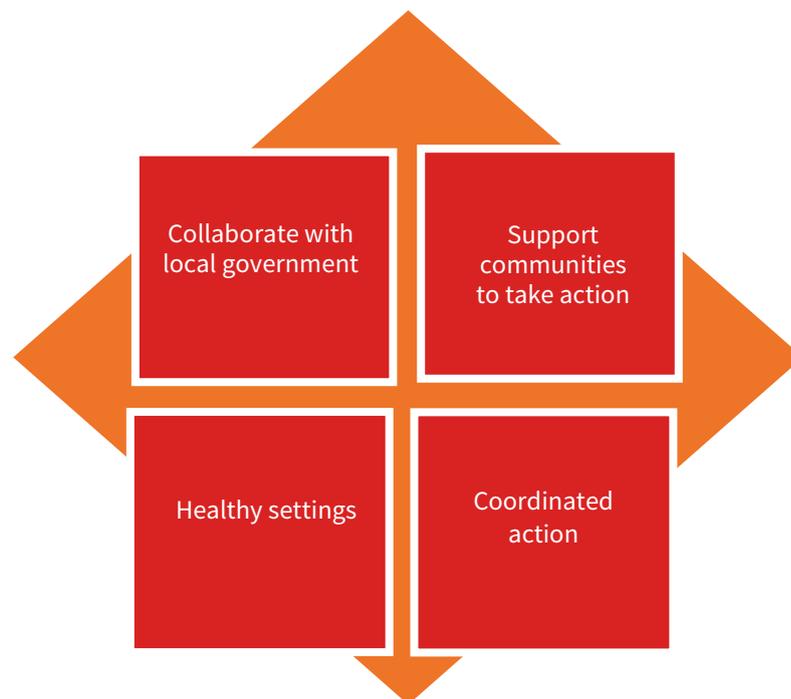
- Systems thinking and collective impact
- Evidence based approaches
- Partnerships, collaboration, settings, environments, capacity building
- Life stages, population groups, targeted approaches
- Potential/new emerging issues: catchment work and local communities
- Advocacy at all levels including policy, state government, local government and community
- Place based prevention principles

The catchment plan has also recognised the considerable work previously undertaken with early childhood education services, schools and workplaces to address healthy eating and the plan will continue to work with these target groups/settings. Other target groups will be determined and identified as per localised data and actions identified within the action plan and operational plan for each health agency.

Through the planning process with funded and non-funded health agencies and initial consultation with local government, a collective goal and vision were agreed upon that supports both the planning context and the approaches identified.

Vision: All people in the Upper Hume catchment live in communities that are safe, connected and are healthy and well

Goal: To support Upper Hume communities to improve healthy eating and active living by 2021
Further, considerations for areas of intervention were identified to direct the actions for the catchment.



Points of intervention and action

With these points of intervention, the health status of the communities in the catchment, the underlying principles and previous work undertaken, and alignment with local government, the following objectives were developed:

- 1.0 Collaborate with local government to take action on healthy eating and active living
- 2.0 Support communities to take action to increase HE and AL by 2021
- 3.0 Increase the number of healthy settings where people live work learn and play by 2021
- 4.0 UHPCP supports planning implementation, monitoring and evaluation of UH Healthy Eating and Active Living Catchment Plan (2017-2021)

Long-term outcome measures

The UH Healthy Eating and Active Living Catchment Plan (2017-2021) is working towards delivering long term health and wellbeing outcomes for the populations within the 3 local government areas. The following long term outcome measures have been identified utilising relevant and available data.



These measures are identified to support the overarching goal for the collective action for the catchment and the following data sources will be utilised for monitoring and evaluation:

- Victorian Population Health Survey
- Local Government Area Breastfeeding data
- Food rescue data source
- Australian Health Survey: Nutrition – State and Territory, 2011–12 – Victoria

Vision: All people in the Upper Hume catchment live in communities that are safe, connected and are healthy and well

Goal: *To support UH communities to improve healthy eating and active living by 2021*

OBJECTIVES	<p>1.0 Collaborate with local government to take action on healthy eating and active living</p>	<p>2.0 Support communities to take action to increase healthy eating and active living by 2021</p>	<p>3.0 Increase the numbers of healthy settings where people live work learn and play by 2021</p>	<p>4.0 UHPCP supports planning, implementation, monitoring and evaluation of UH Healthy Eating and Active Living Catchment plan 2017 - 2021</p>
	STRATEGIES	<p>1.1 Align UHPCP catchment plan with Local Government Council Plans and MPHWP</p> <p>1.2 Support local government to implement initiatives that support healthy eating and active living</p> <p>1.3 Advocate for change in areas of healthier eating and active living across council</p>	<p>2.1 Implement Healthy Food Connect Framework</p> <p>2.2 Foster healthy sport and recreation environments</p> <p>2.3 Build capacity of stakeholders in our catchment to take action on healthier eating and active living</p> <p>2.4 Advocate for policy change at all levels of government that supports HE & AL</p> <p>2.5 Promote and showcase catchment community action that addresses healthier eating and active living</p>	<p>3.1 Implement the Achievement Program framework in early years, primary schools, secondary schools & workplaces</p>

Local government alignment

OBJECTIVES	STRATEGIES	ALIGNMENT WITH CATCMET LOCAL GOVERNMENT PLANS		
		CITY OF WODONGA ACTION PLAN 2017/18	INDIGO SHIRE COUNCIL PLAN 2017-2021	TOWONG SHIRE COUNCIL PLAN 2017-2021
1.0 Collaborate with local government to take action on healthy eating and active living	1.1 Align UH catchment plan with Local Government Council Plans and MPHWP's	1.1, 1.4	1.1, 1.1.8	2.1, 2.15
	1.2 Support local government to implement initiatives that support healthy eating and active living	3.1, 3.4, 3.5, 4.3, 4.4, 4.5, 4.6, 5.3, 8.1, 14.2, 14.3, 18.7, 18.10	1.1, 1.1.1, 1.1.2, 1.1.3, 1.1.5, 2.3, 2.3.1, 2.3.2, 2.3.3, 2.3.7 3.1, 3.1.1 4.2, 4.2.4	2.1, 2.4, 2.14, 2.17, 2.18, 2.20 3.2, 3.5, 3.11, 3.16 6.4, 6.21
	1.3 Advocate for change in areas of healthier eating and active living across council	3.4, 9.9, 9.11, 11.4, 11.5, 12.8, 13.2, 13.3, 13.4, 14.3 14.6, 15.6, 15.7	1.1, 1.1.3, 1.1.6, 1.3, 1.3.1	2.12, 2.16, 2.23
2.0 Support communities to take action to increase HE and AL by 2021	2.1 Implement Healthy Food Connect Framework	4.1, 4.3, 4.4, 4.6, 12.7, 15.6 15.7, 18.1, 18.4	3.1, 3.1.1	6.21, 6.14
	2.2 Foster healthy sport and recreation environments	4.5, 5.10	1.1	3.5, 3.11, 5.10, 6.4
	2.3 Build capacity of stakeholders in our catchment to take action on healthier eating and active living Stakeholders include (but are not limited to): UHPCP agencies, Local governments, Workplaces, Regional Networks, Education Settings, Geographic and cultural communities, Community organisations/groups, Environment sector	4.2, 4.3, 4.4 5.10, 6.3, 9.5, 9.6 9.7, 9.9, 13.3, 13.4 14.6, 15.6 15.7, 18.10	1.1, 1.2 1.3	2.10, 2.23
	2.4 Advocate for policy change at all levels of government that supports HE & AL	12.8		
	2.5 Promote and showcase catchment community action that addresses			

	healthier eating and active living			
3.0 Increase the number of healthy settings where people live work learn and play by 2021	3.1 Implement the Achievement Program framework in early years, primary schools, secondary Schools & workplaces	2.2	1.1	
4.0 UHPCP supports planning implementation, monitoring and evaluation of UH Healthy Eating and Active Living Catchment plan 2017 -2021	4.1 Support capacity building of UHPCP agencies and stakeholders to enable planning, delivery and evaluation of the plan			
	4.2 Support collaboration between stakeholders to develop initiatives to improve healthier eating and active living			
	4.3 Disseminate findings, evidence, resources and information			

Appendices

Place-based approaches

This platform provides a focus on all of the key settings where people live, learn, work and play. These include early childhood care settings and schools, workplaces, communities, liveable neighbourhoods, health and human services and residential and custodial care. The plan recognises the importance of local integrated action and the key role played by local government in community health and wellbeing. A particular focus is on reducing gaps in health and wellbeing between more and less advantaged areas and between rural/regional and metropolitan Victoria.

What are the benefits of action?

Halting and reversing the rise in obesity and other preventable diet-related conditions such as diabetes will improve the health and wellbeing of Victorians and will reduce the major burden on the healthcare system and lost productivity.

Improving levels of physical activity will not only contribute to physical health, it will also contribute to mental health, social connectedness and reducing the risk of osteoporosis, and may assist in reducing or delaying dementia. In addition, healthy eating and active living will support the optimum growth and development of children and young people.

Place Based Prevention Principles

Transparent line-of-sight: Local actions are aligned with the Municipal Public Health and Wellbeing Plan, which gives regard to the Victorian Public Health and Wellbeing Plan, providing a transparent view from state policy through to local action.

Outcomes focused: Prevention efforts are focused on delivering long term outcomes for local communities, with shared local indicators established to assess progress in the shorter-term.

Mutually reinforcing activities: Activities are coordinated and mutually reinforcing across organisations to avoid duplicated or isolated efforts and generate the greatest improvements in the health of the community.

Whole of community, whole of systems approach: Efforts are focused on changing the local context for the long term, addressing the underlying causes of ill health across the communities, and delivering multiple

interventions, ‘joined-up’ action and cross-sector efforts.

Prevention at scale: Prevention initiatives are developed and delivered at a scale that can impact on the health and wellbeing of large numbers of the population in the places where they spend their time.

Emphasis on multi risk factor approaches: Initiatives that focus on addressing multiple risk factors are prioritised, recognising that many health issues share underlying determinants.

Embedded equity: Health equity is embedded at the heart of the system and its interventions to ensure the highest level of health for all.

Leadership at every level: A commitment to leadership for prevention and health promotion is evident at all levels, and developed and supported across multiple organisations to drive population change.

Culture of action, reflection and experimentation: Prevention efforts are focused on taking action, experimenting to provide insight where the evidence base is lacking, and an ongoing process of reflection and adaptation to ensure strategies are effective, timely, relevant and sustainable.

Source: *Victorian Population Health and Wellbeing Plan (2015-2019)*

Data sources and references

Victorian Population Health and Wellbeing Survey 2014

<https://www2.health.vic.gov.au/public-health/population-health-systems/health-status-of-victorians/survey-data-and-reports/victorian-population-health-survey/victorian-population-health-survey-2014>

Victorian Data – Australian Health Survey 2011-2012

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/4364.0.55.0092011-12?OpenDocument>
[http://www.ausstats.abs.gov.au/ausstats/subscriber.nsf/0/460AD39715C109D7CA257E5F0016088B/\\$File/43640550_09_2_201112.pdf](http://www.ausstats.abs.gov.au/ausstats/subscriber.nsf/0/460AD39715C109D7CA257E5F0016088B/$File/43640550_09_2_201112.pdf)

- Local Government Area Profiles 2015 – Department of Health and Human Services
- VCAMS Breastfeeding Rates – Maternal Child Health consultation rates
<https://www.data.vic.gov.au/data/dataset/vcams-breastfeeding-rates>
- WHO: Ottawa Charter – Health Promotion
<http://www.who.int/healthpromotion/conferences/previous/ottawa/en/index1.html>
- Victorian public health and wellbeing plan (2015-2019)
<https://www2.health.vic.gov.au/about/health-strategies/public-health-wellbeing-plan>
- Victorian public health and wellbeing outcomes framework
<https://www2.health.vic.gov.au/about/health-strategies/public-health-wellbeing-plan>