



HEALTHIER EATING & ACTIVE LIVING (HE&AL) G21 ACTION PLAN 2019-2020

The G21 region is defined as a catchment that covers the five local government areas of: Borough of Queenscliffe, City of Greater Geelong, Colac Otway Shire, Golden Plains Shire and Surf Coast Shire. This covers 8,950 square kilometres with a population of over 310,000.

In our region we recognise the importance of aligning efforts if we are to achieve greater health improvements. This is also in line with, and further supported by, the Department of Health and Human Services guidelines which strongly encourage a collaborative approach for planning, implementation and evaluation.

Organisations in our region working in prevention are using collective impact and systems thinking approaches in aligning efforts to create greater influence in the health and wellbeing of our people and create system level change. These approaches help us as we work on complex problems that have multiple causes that interact and influence each other, with multiple stakeholders. We require change in numerous places, beyond the capacity of any one organisation or sector to respond to effectively.

The development of this plan was shaped through important information sources:

- Multiple workshops with organisations working in prevention
- Our regions Municipal Public Health and Wellbeing Plans
- Victorian Health and Wellbeing Plan 2015–2019
- State and local data
- Evidence from literature detailing best practice and contemporary approaches

Purpose and Principles

Our purpose and principles guide how we work together across organisations to achieve our Plan:

Our purpose: Working together, collectively to achieve measurable health and wellbeing outcomes with community.

Our principles:

Joined up action

We play to our strengths

Place-based approach

Social justice/equity

Informed but not constrained by strategy and evidence

Culture of action – experimentation and permission to fail

Meaningful community engagement for those most affected

Priority

The priority for the collective work across the G21 catchment is: Healthier Eating & Active Living. The decision to adopt this priority area was based on multiple factors including the recognition that these issues are relevant across the whole of population within the catchment.



WORKPLAN: Children's Settings

Working Group Members: BH, BCH, CAH, COGG, G21, SCS,

Version Date: 22/08/19

GOAL: Increase healthy food and drink and active living in children's settings					
Key Actions	Tasks	Who?	By when?	Progress (No Progress, In Progress, Completed, Stalled)	How will we know we've made progress? (✗ or ✓)
Objective: Create environments within early years services, settings and schools that support Healthy Eating and Active Living					
Apply the Achievement Program framework (+/- registration to the program) to support settings to meet the programs Healthy Eating and Physical Activity Benchmarks Lead: COGG, BCH	Re-engage and support settings working through the Healthy Eating/Oral Health and Physical Activity/Movement benchmarks	COGG, BCH, SCS, CAH	Ongoing	In progress	Number of settings engaged or re-engaged Awareness of what stage engaged settings are at Number of settings achieving Healthy Eating Oral Health benchmarks Consistency of measurement
	Partner with Cancer Council Victoria to communicate relevant Achievement Program campaigns and messages	COGG, BCH, SCS, CAH	Ongoing	In progress	
	Identify opportunities to build capacity of regional partners and/or settings	COGG, BCH, CAH, SCS	Ongoing	In progress	
	Share learnings from pilot incentive program (phase 2) for inactive settings on the Bellarine Peninsula	BCH	July 2019	In progress	
	Continue to support settings to submit menu assessments through the Healthy Eating Advisory Service using online food checker; promote online food checker through e-news	COGG, BCH, SCS	Ongoing as settings work through benchmarks	In progress	

<p>Continue and support the combined quarterly e-news and professional development calendar Lead: COGG</p>	Continue to add new settings to the e-news distribution list as they are engaged	ALL	Ongoing	In progress	<p>Number of settings accessing e-news and professional development events</p>
	Send reminders via Basecamp each term for the Achievement Program network to contribute items/articles for Professional Development calendar/e-news	COGG	Ongoing	In progress	
	Contribute items/articles to the professional development calendar and e-news, with a particular focus on healthier eating and active living including evidence-based research findings, local events and settings' achievements	All	Ongoing	In progress	
	Identify and/or promote new healthy eating and physical activity and movement resources via the e-news	ALL	Ongoing	In progress	
	Identify gaps and advocate for relevant training/resources around healthier eating and active living to be provided to the G21 region	All	Ongoing	In progress	



WORKPLAN: Young Women

*This group is exploring opportunities to develop a broader set of organisations to assist in its work.
The G21 Sport and Recreation Pillar will provide strong support in order to do this*

Working Group Members: BCH, COGG, COS, G21, GPS, LN, SCS, WHWBSW

Version Date: 22/08/19

GOAL: Increase physical activity for women and girls in the G21 region					
Key Actions	Tasks	Who?	By when?	Progress (No Progress, In Progress, Completed, Stalled)	How will we know we've made progress? (✗ or ✓)
Objective: Create supportive environments for women and girls to be active in the G21 region					
Working Group 1: Gender Equity Resource Kit Members: Brooke (LN), Brodie (GPS), Justine (WHWBSW), Fiona (LN) & Ruby (BCH)					
Develop a gender equity inclusive 'resource kit' for sporting and recreation clubs; to assist clubs to develop safe and inclusive access for women and girls	Collate and share information				
	Distribute via online platform				
	Evaluate number of downloads – who used it? How did they use it?				
Working Group 2: Media and Messaging Members: Ruby (BCH), Meredith (SCS), Felicity (WHWBSW) & Greg (COGG)					
Develop a social media page; to share and encourage unstructured physical activity across the G21 region for women and girls	Develop a communication plan and timeline				
	Develop posts and content that break down experience barriers for women and girls to participate in physical activity				
	Evaluation: reach, number of posts, audience				



WORKPLAN: Incidental Activity

Definitions applied to our work:

- **Incidental activity** is the exercise we get during daily activities which can be done in bite-sized chunks that may improve physical fitness
- **Open space** is any open piece of land that is undeveloped (has no buildings or other built structures) and is accessible to the public.

Working Group Members: BH, BW, COGG, COS, DHHS, G21, GPS, SCS,

Version Date: 17/09/19

GOAL: Increase Incidental Activity					
Key Actions	Tasks	Who?	By when?	Progress (No Progress, In Progress, Completed, Stalled)	How will we know we've made progress? (✗ or ✓)
Objective 1: Build capacity of regional organisations and services to increase opportunities for people over 55 to engage in incidental activity					
To promote increased incidental activity opportunities within open spaces	To share events and messages that encourage an increase in incidental activity to LGA's and other regional agencies working with open spaces.	G21		In Progress	Incidental activity promotion is seen within regional LGA (and other) planning documents or activities that support physical activity in open spaces
Advocate for community groups and services to support increased opportunities for incidental activity within their programs	Engage a range of community groups and services in discussions to support increased IA	BH, G21 & DHHS (& CoGG)		In Progress	A variety of community organisations are informed of incidental activity and the opportunity for the 'community conversation'.
	Develop a 'community conversation' workshop to gather organisations together and investigate their understanding of IA, current practices, and needs using a system mapping approach			In Progress	A minimum of 20 people representing a minimum of 5 community services participate in the 'community conversation'.
	Analyse and report on findings from the 'community conversation'			Not commenced	The 'Community conversation' identifies one-to-three areas for further effort to increase physical activity in the community through incidental activity.

	Develop campaign and resources to identified organisations and services to support increased incidental activities			Not commenced	Campaign and / or resources are developed in accordance with goals developed in the 'community conversation'
	Disseminate campaign/ resource/ training as identified in needs analysis			Not commenced	Campaign and / or resources are delivered and outcomes measured to inform a second 'community conversation' to analyse progress and changes.
Increase the capacity of home and health care service providers to encourage and support incidental activity	Extend IA training to further services offering Home Care	BH, COS, DHHS, GPS (& CoGG)		Stalled	Further opportunities for training are identified.
	Investigate opportunities to extend training to social support services within LGA's			In Progress	Training opportunities are offered and taken up by one further service sector (eg social support networks)
Objective 2: Increase awareness of the health benefits of incidental activities for people over 55					
Develop a public awareness campaign promoting incidental activity for people over 55	Place all resources developed (key messages, posts, media release, web-based content, posters, and a brief blurb / newsletter post) into a campaign package for dissemination to partner agencies	Lead: BH		In Progress	Campaign package developed
	Integrate and tailor key messages into resources and activities developed (above)			Ongoing	Key messages incorporated into all activities, training opportunities and resources produced for agencies / services and the public.
	Support key forums and events for older people to increase incidental activity			Ongoing	Information & resources available and disseminated at key forums and events



Vegetable Working Group – Collective Action Plan 2019-2020 *

*This plan only includes Vegetable actions that have been decided as Collective/Joint Regional Actions.

Context:

4 key action areas have been identified by the Vegetable Working Group based on evidence collected and Year 2 learnings (Community Consultation Group);

1. Health education & skill development. 2. Social marketing & Health Information. 3. Community action for social & environmental change

4. Settings & supportive environments.

However Social marketing & Health Information and Settings & Supportive Environments have been identified as leverage points for our collective work.

Working Group Members: BH, BCH, CAH, COGG, G21, GPS, HRH

GOAL: Increase Vegetable Consumption in vulnerable communities

Objective 1: Promote the consumption of vegetables across the G21 region

Collective Action	Who	Major Outputs	Timelines	STATUS
1. Create a regional, evidence informed social marketing campaign implemented with a place-based approach	BCH, BH, CAH, COGG, G21, GPS, HRH	Veg branding	Feb 2020	In progress
		Key messages and toolkit		
		Social marketing collateral		

Objective 2: Support settings and environments to increase vegetable consumption

2. Explore and respond to regional advocacy opportunities in relation to increasing vegetable consumption	BCH, BH, CAH, COGG, G21, GPS, HRH	Collate advocacy opportunities as they arise	Ongoing	
		Respond as appropriate to advocacy opportunities		

Overview of Activity against Objective

1. Social Marketing Campaign: <ul style="list-style-type: none"> - New project group formed and met - Scope of veg messaging commenced - Veg branding exploration commenced
--

2019/2020 Water SSB Working Group – Collective Action Plan

Working Group Members: BCH, BH, BW, CAH, COGG, G21, GPS, HRH, SCS



GOALS:
 Decrease Consumption of Sugar Sweetened Beverages (SSB's)
 Increase Water Consumption

Objective 1: Reduce access to SSB's & increase access to drinking water

Collective Action	Lead Agency/s	Major Outputs	Timelines
Workplaces, leisure and recreation facilities in G21 Region remove/reduce SSB's and increase access to water	ALL	All HEAL Water/SSB Partners committed to reduce/removal of SSBs in own organisation	June 2020
		Water/SSB Policy development	Varied
		Water/SSB Policy Implementation	Varied
		Development of resources to support SSB reduction/removal across region/organisations	June 2020
Water Station Project	BW	Mapping current water fountains	June 2020
		Consultation process around new locations	TBC
		Installation of new fountains	TBC
Advocacy Project	BH/BCH	TBC	TBC

Objective 2: Promote the consumption of water across the region

Collective Action	Lead Agency/s	Major Outputs	Timelines
Choose Water Every Day	COGG	CWED Summer 2019/2020 Campaign plan developed	Nov 2019
		CWED Summer 2019/2020 Campaign implemented	Mar 2020
Water Program & Campaign	BW	Develop new program branding and campaign	TBC



WORKPLAN: Active Travel

Working Group Members: BOQ, COGG, COS, G21, GPS, SCS

Version Date: 26/08/19

GOAL: Increase Active Travel					
Key Actions	Tasks	Who?	By when?	Progress (No Progress, In Progress, Completed, Stalled)	How will we know we've made progress? (✗ or ✓)
Objective: To increase the number of children utilising active travel to school					
Develop a regional Walk to School (WTS) Campaign for implementation in 2019 Lead: ALL LGA's	Attend Walk to School regional workshop for councils – delivered by Active City (Alice and Tara) on behalf of VicHealth to help inform regional actions	Mon	July	Complete	
	Create and disseminate regional Walk to School survey for families across G21 region	Chloe	August	Complete	
	Employ a graphic designer to create regional messaging 'Let's get active together'	Mon	August	Complete	
	Print and social media promotion of the 'Let's get active together' regional message (community signs, billboards, Facebook, Instagram, Twitter)	All	September-October	In Progress	
	Individual LGA's to run their own competitions promoting the Walk to School campaign	All	October	In Progress	