

BREWARRINA SHIRE COUNCIL

Agenda Submission for Ordinary Meeting held on 30th June 2011

TITLE:	Healthy Communities Project	DOC REF: Item 17
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REPORT BY:	Belinda Colless Economic Development Officer	DATE: 22 June 2011
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ATTACHMENTS:

Nil

EXECUTIVE SUMMARY

Brewarrina Shire Council applied for funding through the Department of Health and Ageings Healthy Communities Initiative Local Government Area Grants Phase 2 in February 2011. The application was co-jointly written with Ochre Health and requested \$703,607 (GST non-payable) to execute a Healthy Communities project in Brewarrina over a period of 28 months.

At the February 2011 Council meeting, Council resolved (34/11) that

- 1. Council endorse the Healthy Communities Initiative Proposal application lodged on the 18th February 2011; and**
- 2. Council approves and execute the Healthy Communities Initiative Proposal if the grant is successful and a funding contract is offered by Department of Health and Ageing**

The project includes the delivery of the following project components;

Brewarrina Shire Healthy Communities Strategy

The Brewarrina Shire Health Start Coordinator will work with Council officers, the community and stakeholders to develop a municipal healthy communities strategy. This strategy will be developed with assistance from a suitably qualified and experienced consultancy and will be based on the successful model of the Victorian Municipal Health and Wellbeing Plans. This plan will include a range of health and wellbeing indicators for the Brewarrina Shire LGA and will provide a whole of local government approach to promoting and supporting health and wellbeing for the community.

Development of Healthy Activities Resource

Sport plays an important part in the Brewarrina community with local cricket and rugby teams competing in regional competitions. There is a range of sporting opportunities in the Brewarrina Shire but there remains very little in the way of a centralised source of information about how to get involved or the trends in opportunities available. Council's Health Start Coordinator will work with local sport and recreation clubs and groups to develop an information resource to assist in promoting local sport and physical recreation options for the community including organised sports and other options such as swimming or water skiing in the Barwon River.

Local Government Grants for Sports and Recreation

To encourage the development of sustainable and welcoming sports and physical recreation options for the community and series of small grants will be made available to local sports and recreation groups to encourage growth in participation. Grants will be available for activities or sporting equipment purchases, which will have a demonstrable effect on increasing participation in these activities and will require participation in both the development of the Healthy Activities Resource as well as any other open days or healthy communities activities, which the Coordinator may run.

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Development of built infrastructure to promote a healthy community

Brewarrina Shire understands that the built infrastructure will encourage participation in physical activity. As such, we have moved to apply for separate infrastructure funding to re-develop walking tracks and to develop new cycle ways for our Shire. The Health Start Coordinator will work to identify and lead the development of built infrastructure which supports the aims of the Health Start Project and more broadly adds to the goal of bettering the health status of the LGA. The local gym located in the Brewarrina Youth Centre will require some development and improvement; an amount has been nominated as capital expenditure to purchase this equipment to increase participation of young people in physical activity (who represent over 25% of the local population).

Health Promotion Communication Campaign

In order to increase health literacy and prompt the broader Brewarrina Shire community to reduce lifestyle risk factors the Ochre Health Foundation and Brewarrina Shire Council will run a joint health promotion communications campaign. In collaboration with the highly regarded University of Technology, Sydney's Public Communication degree students or the Australian Ad School we will work to brief and receive submissions for a 12-month campaign aimed at reducing risk factors in the Brewarrina Shire LGA. The winning submission will receive a prize and recognition of their work and will have their winning campaign rolled-out in Brewarrina Shire. It is expected that the campaign will involve multiple modalities and include a number of elements and stages. We hope to gain broader media coverage in relation to the campaign, which will draw attention to Brewarrina's efforts to improve health outcomes.

Healthy Communities Committee and Ambassadors

Building upon success in our award winning Dental Programme, Brewarrina Council will establish a Section 355 Committee comprising of representatives from Brewarrina Shire Council, Brewarrina Aboriginal Medical Service, Ochre Health, Ngemba Community Working Party and a range of other community representatives. This committee will be the over arching body accountable for the project and will manage and report on the process and results (including contribution to acquittal) to DoHA and the community itself.

Healthy Eating, Activity and Lifestyle Program (HEAL)

The HEAL Program is an intensive lifestyle modification program based on education and physical activity. After initial assessment, participants will be engaged for eight consecutive weeks, joining at any time of the eight-week cycle. This flexibility is attractive and we hope that some participants may re-engage in the program after their initial sessions as a form of motivation and assistance for long-term change whilst continuing to be engaged in weekly maintenance exercise programs. The program will be run each week in a variety of locations including in the Aboriginal Medical Service as the AMS requires. There are a very limited number of health professionals in the Brewarrina Shire. For this reason, we will need to attract a new facilitator through the Ochre Health Foundation. Our pre-existing and well-regarded partnership with the Ochre Health Foundation in works such as our award winning efforts to increase dental health in the community will see the Foundation contracted by the Shire to draw on their medical contact, recruitment and management expertise to recruit and support an appropriate facilitator. The facilitator will be supported by our local healthcare provider and provided with clinical support, governance and ongoing education by the Ochre Health Foundation. As a not-for-profit the Foundation can also provide Fringe Benefit exempt treatment of our facilitator's wage to add to the attractiveness of this position. Other health workers will be trained as Tier 2 facilitators in Year 2 (after the specifics of HEAL are settled) to ensure sustainability. This facilitator will provide HEAL programs and the weekly maintenance exercise program free of charge to participants although a nominal donation (\$5) per eight week cycle may be requested if the Health Start Committee feels that this would work to ensure greater engagement in the program. Concession cardholders will be offered the program for free and those who are unable to afford the nominal donation will be granted an exemption.

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Weekly Maintenance Exercise

As part of the HEAL Program a weekly open maintenance exercise will be provided for the life of the program. The nature of these weekly maintenance exercise activities will be directed by HEAL participants and available resources. We propose to incorporate already-existing physical recreation and sports offerings into the HEAL Maintenance Program by providing information and support to HEAL participants to participate in a wide variety physical activity. The aim here is to provide the broadest range of options to participants whilst ensuring that the exercise options have a life beyond that of the project. These activities will be supported by the HEAL Coordinator, Ochre Health Foundation and Health Start Coordinator in a variety of ways including referral into teams or activities, building and maintaining networks, providing space, availability of small grants or promotional materials. These activities will include activities such as Oztag for young people run by the Youth Centre, gym classes facilitated by the HEAL Facilitator (with young people themselves taking on responsibility over-time), swimming or football. Heart Foundation Walking will also be a key point of weekly maintenance exercise.

Heart Foundation Walking Project

The Health Start Coordinator will manage the delivery of Heart Foundation Walking groups as the second National Program which we will deliver as a part of this project. Recruiting and training volunteers design and mapping of walking paths and attracting and retaining walking group participants will form the core of this element of the project. With other community groups and health care providers we will identify natural interest-based walking groups (such as young mothers) to offer a bespoke walking group to join.

Measure Up Public Spaces Campaign

The Commonwealth Government's Measure Up campaign will be delivered in the Shire four times by the HEAL facilitator and a nurse provided by the Ochre Health Foundation. Delivery will be in a public setting and either in busy shopping areas or local events such as the Brewarrina Races or Agriculture Show. The campaign will be used to screen for HEAL or walking group participants and to raise awareness of the Measure Up Campaign's goals.

Youth and Physical Activity

The Brewarrina Youth Centre has a small gym, sports equipment and basketball facilities. Located opposite Brewarrina TAFE and already offering a range of physical and sports options of young people the project will support the expansion of the pool of equipment (as noted above) and allow for the HEAL facilitator to deliver exercise and gym session to young people in the youth centre. These sessions will be separate from the formal HEAL offering, but will dovetail with a youth-specific HEAL cycle which will be facilitated in the youth centre.

Chronic Disease Roundtable

A series of education and roundtable discussions will be facilitated by this project for local health providers from across the hospital, primary care, community health, Aboriginal Medical Service and allied health fields. Understanding and then finding a way to tackle chronic disease amongst the health community will be a key outcome of the roundtable. The Ochre Health Foundation will work very closely with the Coordinator to facilitate these discussions and education.

ACTIONS

A delegated, authorised signatory of Council is required to sign two (2) copies of the agreement on behalf of Council and send both copies back to the Healthy Living Branch of the Department of Health and Ageing.

FINANCIAL IMPLICATIONS:

Council will be responsible for the expenditure and acquittal of \$703,607 (GST non

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payable)

LEGAL IMPLICATIONS:

Council will enter into a binding legal agreement with the Australian Government to deliver services as outlined in the Department of Health and Ageings funding agreement.

RECOMMENDATION:

That:

- 1. The Healthy Communities Project Report be accepted as information**

Glenda Tasker
General Manager