







COMMUNITY HEALTH PROMOTION REPORT

2021 - 2022

Priority area 1: Increase Healthy Eating

- Healthy Choices for Dhelkaya Health staff 1.1
- 1.2 Eat Well, Drink Well with Smiles 4 Miles
- 1.3 Vic Kids Eat Well at Sports Clubs

Priority Area 2: Increase Active Living

- Supporting and expanding volunteer led physical activity groups. 2.1
- 2.2 Co-designing accessible croquet club for people living with dementia.
- 2.3 Engaging the LGBTQIA+ community in exercise and social interaction.









Priority Area 1: Increase Healthy Eating

Case Study 1.1: Healthy Choices for Dhelkaya Health staff

Target group and setting:

This intervention targets approximately 800 staff of Dhelkaya Health: previously Castlemaine Health, CHIRP Community Health and Maldon Hospital. The setting includes the two campuses of Dhelkaya Health: Cornish Street in Castlemaine and Chapel Street in Maldon.

Intervention:

The intervention; 'Healthy choices: policy directive for Victorian public health services', ensures that healthier food and drinks are sold, provided, and promoted to staff. An internal Dhelkaya Health Working Group supports this intervention, and consists of staff members representing Executive, Communications, Health Promotion, Dietetics, and cafeteria staff / management. The working group oversees communications, evaluation and policies which support the Healthy Choices Directive targets.

30 September 2022 Drinks targets:

Vending and in-house retail food outlets: No RED drinks to be available or promoted/advertised. At least 50% GREEN drinks, and no more than 20% drinks containing artificial or intense sweeteners (classified AMBER) are available.

Catering: No RED drinks are provided (with majority of options to be GREEN).

30 September 2023 Food Targets:

Vending and in-house food retail food outlets: At least 50% GREEN foods and no more than 20% RED foods are available. No RED foods to be promoted/advertised.

Catering: No RED foods are provided (with majority of options to be GREEN).

The working group developed and implemented an internal communications and consultation strategy to educate staff, volunteers, and visitors about the Healthy Choices directive, so they understand and accept the changes. The strategy involved respondents in the change process by using their feedback to inform decisions about future product availability.

Communications resources used once the drinks were compliant with the directive included tiles from the Healthy Eating Advisory Service Communications kit, Healthy Choices Marketing materials and materials developed by Dietetics students.







Two Dietetics students completed five-week placements at Dhelkaya Health. The aim of their project was to promote the benefits of Healthy Choices within the workplace.

TOGETHER AS







Trifold brochure on table

Students developed:

- four different screensavers which were displayed on all staff computers.
- two Newsletters for distribution.
- a Trifold brochure which was displayed at all tables in the cafeteria.

A Healthy Eating and Catering procedure was developed and signed off by Executive. The procedure meets Healthy Choices Directive requirements for September 2023 reporting and supports the targets of no red drinks and foods being provided as part of internal catering.

HPO built capacity of cafeteria staff to use FoodChecker to assess traffic light ratings of products being ordered for the cafeteria.

Measuring Impact:

A pre-implementation survey based on Latrobe University's 'Healthy Choices pre-implementation customer survey' was distributed to staff via Survey Monkey. The survey measured level of awareness of the Healthy Choices directive amongst staff prior to implementation of changes in the cafeteria and allowed staff to provide input into changes.

A paper survey was distributed by Dietetics students, to staff following implementation of Healthy Choices compliant drinks. The survey measured the level of acceptance of the Healthy Choices directive amongst staff.

A baseline audit of all drinks sold at Dhelkaya Health was done in October 2021. All drinks available to purchase, either at the cafeteria or in vending machines, were entered into the FoodChecker database and assessed as either RED (Limit), AMBER (Choose carefully) or GREEN (Best choices). All drinks on offer were again assessed in FoodChecker post-intervention, in July 2022.









Achievements

Process indicators:

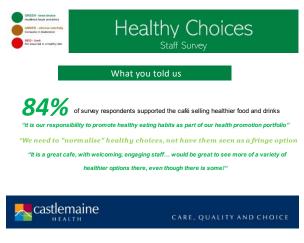
The Pre-implementation Survey, completed by 51 staff, found that 80% of respondents were aware of the Healthy Choices directive prior to implementation of changes in the cafeteria.

The post implementation survey was distributed in July 2022 and completed by 124 respondents. It found that 84% of staff supported the cafeteria selling healthy foods and drinks.

The surveys also provided opportunity for Dhelkaya Health staff to provided qualitative feedback. Some of the positive feedback was used in a screensaver to promote acceptance of Healthy Choices amongst staff.

Staff qualitative feedback provided through the survey included the following statements:

- "I think change is an excellent thing that will hopefully benefit the health of staff"
- "It's easier for people to make better choices when they're not tempted by unhealthy choices"
- "It's our responsibility to promote healthy eating habits as part of our health promotion portfolio"
- "We need to "normalise" healthy choices, not have them seen as a fringe option"



Survey results screensaver









OUR NEW BRAND LAUNCHES 2023

Community Health Promotion Report: 2021 – 2022

Impact indicators:

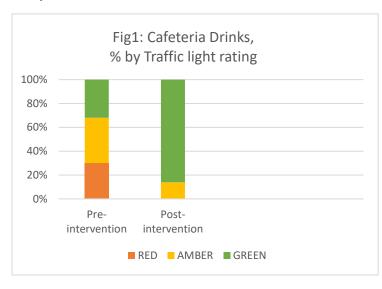


Fig 1. shows the percentages of RED, AMBER and GREEN drinks in the cafeteria drinks fridge before and after intervention. This intervention resulted in no 'RED' drinks sold at the cafeteria, and a large increase in GREEN options (from 32% to 86%). Drinks sold at the cafeteria now meet the 30 September 2022 requirements for the sale and promotion of drinks.

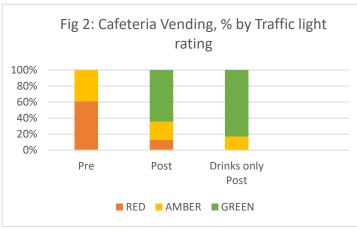


Fig 2. shows that the intervention resulted in no 'RED' drinks sold in the cafeteria vending machine, hence meeting the 30 September 2022 requirements for the sale and promotion of drinks.

Fig 2. also shows that when all options (both foods and drinks) in the cafeteria vending machine were assessed post intervention, the requirements for the sale and

promotion of food (required by 30 September 2023) were also met.

One final vending machine containing drinks is yet to be assessed as compliant, and is managed by Coca-Cola.

Covid challenges and learnings for 2022 - 2023 plan:

In achieving the 2022 requirements for the sale and promotion of drinks, the main learning for meeting the 2023 Food Targets is the importance of engaging all levels of staff. Covid impacted supply chains has limited ability to provide numerous healthy choices.

Dissemination:

Results will be entered into the Progress Tracker for reporting requirements to meet the first Policy directive milestone.









Case Study 1.2: Eat Well, Drink Well with Smiles 4 Miles

Target group/ setting:

The target in group for this intervention is children in all Early Learning Centres (ELCs) in Mount Alexander. 100% (all 8 ELCs) in Mount Alexander are participating in this intervention, reaching 591 children aged 0-5 years, as well as their families. 13 of these children are Aboriginal or Torres Strait Islander.

Intervention:

Smiles 4 Miles (S4M) is a Dental Health Services Victoria oral health promotion program with a focus on healthy eating. The target population is children aged 0 to 5 years in the early learning setting. It works in partnership with Healthy Eating Advisory Service and services achieving their S4M award are eligible for advanced standing for the 'Healthy eating and oral health' benchmark of the Achievement Program.

HPO provides support to educators at participating ELCs in the following ways:

- Delivers S4M training which increases capacity of the educators to deliver education to children and engage families about the messages: eat well and drink well.
- Builds capacity for ELCs to assess their menus using the FoodChecker database.
- Supports ELCs to develop healthy eating policies, where not already available.

Measuring impact:

Feedback forms completed by ELC staff pre and post training assessed the effectiveness of the training delivered by HPO. Training participants rated their knowledge of the S4M program and their confidence to implement it.

Healthy Eating Advisory Service's 'FoodChecker' was used to complete menu assessments at all 3 ELCs in Mount Alexander providing food. These were completed by ELC educators, who had been trained by HPO.

Lunchbox surveys, completed by ELC Educators, were used as a pre and post intervention data collection method at 3 ELCs where food was brought from home. HPO trained educators to complete these surveys, and educators were instructed not to inform families when surveys would be conducted. Pre-intervention data at one ELC was misplaced so therefore results for that Kindergarten not included in these results.









Achievements

Process indicators:

9 Feedback forms were completed by ELC staff at 2 ELCs pre and post training. Answer options were very good/ good/ average/ poor / very poor. The average responses were as follows:

'How would you rate your current knowledge of the Smiles 4 Miles program?'

- Pre-training: average response was 'Poor'
- Post-training: average response was 'Good'

'How would you rate your current level of confidence to deliver the Smiles 4 Miles program?

- Pre-training: average response was 'Poor'
- Post-training: average response was 'Good'

Smiles 4 Miles is a program with good uptake by early learning centres: 100% of Early Learning Centres (8 ELCs) in Mount Alexander are Smiles 4 Miles registered. Six of these services are Smiles 4 Miles Awarded, and hence eligible for advanced standing for the healthy eating and oral health benchmark of the Achievement Program. Two services are working towards being awarded by December 2022.

Impact indicators:

FoodChecker menu assessments show that 100% of ELCs in Mount Alexander providing food met the 'Victorian Menu Planning Guidelines for Children in Long Day Care'.

100% of ELCs in Mount Alexander have Healthy Eating and Oral Health policies which meet Achievement Program requirements:

- 5 ELCs under the 'YMCA Ballarat Healthy Eating and Oral Health, Physical Activity and Movement, Mental Health and Wellbeing, and Tobacco, Alcohol and Other Drugs Guidelines'
- 1 ELC under the G8 'Nutrition and Dietary Requirements Centre Policy'.
- 1 ELC under 'Nido Early Learning Healthy Eating and Oral Health Guidelines'
- 1 ELC was supported to develop a 'Nutrition, Healthy eating and active play policy'

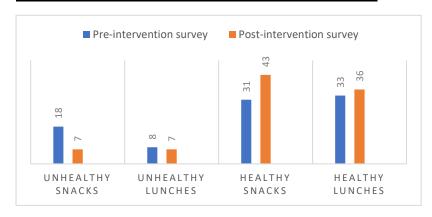
Results from lunchbox surveys illustrated below, shows a reduction in unhealthy snacks and lunches, and increase in healthy snacks and lunches.







Fig3: Pre and post intervention lunchbox survey results.



Unintentional Consequences:

Unintentional consequences of the intervention include improved National Quality Standards ratings for participating services and an opportunity for educators to receive recognised training for their Continuing Professional Development requirements. These consequences are motivators for ELCs to continue participating in the two-year Smiles 4 Miles cycle.

Covid challenges and learnings for 2022 – 2023 plan:

The Smiles 4 Miles is an effective early intervention proven to increase healthy eating amongst children aged 0 to 5 years. Covid challenges have been numerous in a setting where children have had less opportunity to be vaccinated, and multiple covid outbreaks and resultant staffing shortages have limited the ability for ELCs to participate in S4M. Despite challenges, the intervention has good uptake by ELCs and achieves many of the measures of progress met by the Achievement Program such as FoodChecker menu assessments, Healthy eating policies and healthy eating education to children and their families. This intervention will be continued in the 2022 – 2023 plan.

Dissemination:

Dental Health Services Victoria have been provided with a detailed evaluation report encompassing all interventions of the Smiles 4 Miles Program, including 'Clean Well' interventions. This report is limited to the 'Eat Well' and 'Clean Well' interventions.









Case Study 1.3: Vic Kids Eat Well at sports clubs

Target group and setting:

Vic Kids Eat Well was implemented at two sporting clubs in Mount Alexander. Castlemaine Football Netball Club- Juniors and Castlemaine Goldfields Football Club.

VKEW implementation had an impact on about 120 kids (aged 7-16 years) at Castlemaine Football Netball Club, and about 100 kids (aged 5-10) at Castlemaine Goldfields Football Club.

Intervention:

Vic Kids Eat Well (VKEW) is a new Victoria-wide movement focused on boosting healthy food and drink options in the places where kids spend their time, including schools, outside school hours care, sports clubs, recreation facilities, council operated facilities and more.

The intervention was launched at the beginning of 2022 and local promotion resulted in Mount Alexander registrations by 'Castlemaine Football Netball Club- Juniors' and 'Castlemaine Goldfields Football Club'. Campbells Creek Primary School YMCA OSHC registered but have been unable to participate due to ongoing staff shortages.

100% of services in Mount Alexander registered were offered VKEW support by HPO:

- orientation to VKEW resources,
- assistance with planning of changes,
- building capacity to use FoodChecker to allow purchase of healthy items for kiosk,
- completing VKEW reporting for the clubs so that their changes are recognised and
- assisting clubs with celebrating their success, such as through media releases and printing recognition materials.

Measuring impact:

FoodChecker database is used to assess whether items in the canteens are either RED (Limit), AMBER (Choose carefully) or GREEN (Best choices).

The VKEW criterion for achieving a 'bite' is that at least 50% of snacks offered are either GREEN classified options or AMBER classified options. HPO visited the cafeteria and counted options on sale (as classified by FoodChecker) to assess whether the club meets requirements of achieving a 'bite'.

Achievements

Impact indicators:











Castlemaine Football Netball Club - Juniors (CGNC-J) have overall achieved three small 'bites' and three big 'bites'.

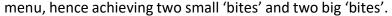
CFNC-J have switched to healthier snacks; all options are now either GREEN (e.g. Free fresh fruit) or AMBER (e.g. popcorn, muesli bar, sultanas).

The club have 'changed up the menu'. More than 50% of their menu are GREEN or AMBER options, including wholemeal toasties with cheese and baked beans /

tomato, baked spuds with baked beans and coleslaw, fruit toast and steamed dim sims.

CFNC-J have also 'refreshed the fridge'. More than 50% of their drinks are GREEN or AMBER, including bottled water, small unsweetened Nudie juices and Up&Go. RED classified drinks are not displayed but are only provided on request, hence sales of RED drinks are very low (maximum 5 cans sold on a busy day).

Castlemaine Goldfields Football Club have switched to healthier snacks and changed up the





Well over 50% of the menu is now either GREEN or AMBER. Menu improvements include:

- homemade vegetable soup served with wholemeal rolls each Friday night, replace pre-packaged noodle cups.
- baked bean and cheese jaffles (using wholemeal bread and olive oil spread) replace white bread cheese toasties.
- Corn and tofu added to onions and sausages on the BBQ.

Well over 50% of snacks are now either GREEN or AMBER. Snack improvements include:

- Chocolates and chips are not displayed and will not be sold once supplies run out.
- Displayed snacks: sultanas, lightly salted popcorn, SPC fruit cups.
- A bowl of free fruit is always now available when the canteen is operational.

Covid challenges and learnings for 2022 – 2023 plan:

Many sports clubs are struggling financially due to lost advertising revenue during Covid lockdowns, and the potential to lose canteen revenue is a concern. Future VKEW work will identify clubs with a champion, who will be well supported by HPO to address challenges.

Dissemination:

https://www.vickidseatwell.health.vic.gov.au/be-inspired/case-studies/castlemainegoldfields-footy-club.html









Priority Area 2: Increase Active Living

Case Study 2.1: Supporting and expanding volunteer led physical activity groups

Target group/ setting:

Target group is those living in Mount Alexander who are aged 60years and older, and/or living with chronic conditions, socially isolated, and/ or disadvantaged.

Community health volunteer led physical activity groups across Mount Alexander provide low-cost opportunities for older people to exercise and connect socially, closer to home.

Intervention:

Community health provides a variety of volunteer led physical activity opportunities across Mount Alexander, including walking groups, Tai Chi groups and Nordic Pole Walking.

This is in addition to groups run by health care professionals for those needing tailored support, including weekly Strength groups, Community Gym and Heart Smart Plus groups.



Nordic pole walking volunteers on training day

A new walking group in Newstead and a Nordic Pole Walking (NPW) group in Maldon were trialled during this reporting period. A trial Newstead Tai Chi group started in July 2022.

Training was required to build capacity of volunteers to deliver new NPW and Tai Chi groups and continue delivering existing groups across Mount Alexander. Nordic Pole Walking Academy training, funded by the Healthy Heart of Victoria, was delivered as a full day of training to 7

volunteers in March 2022. Tai Chi training was delivered by "Tai Chi for Health in May 2022.

Measuring impact:

Evaluation forms were completed by volunteers following the NPW and Tai Chi training.

Volunteers record attendance at various groups on attendance sheets, which is then entered in UNITI software, which generates a report to show attendance for all physical activity groups.

Process indicators:









Evaluation forms completed following the NPW training showed:

- 100% (all 7) of participants were 'very satisfied' with the training.
- 83% 'Strongly agreed' that they improved their NPW skills and gained the skills needed to deliver NPW groups.
- 17% 'Agreed' that they improved their NPW skills and gained the skills needed to deliver NPW groups.

Evaluation forms completed following the Tai Chi training found 100% of respondents said 'Yes definitely' to the statement: 'The training enables me to do my tai chi volunteer role more effectively'.

Impact indicators:

Table 1: Attendance at Community led Dhelkaya Health Physical Activity Opportunities.

Group	Number of Episodes	Average participants
Castlemaine Walking group	29	14.61
Maldon walking group (Mondays)	36	8.47
Maldon Walking Group (Tuesdays)	29	6.19
Maldon Walking Group (Fridays)	48	11.76
Newstead walking group	32	4.415
Harcourt Walking Group (Mondays & Thursdays)	79	5.52
Rainbow Steps (LGBTQIA+ group)	51	6.15
Tai Chi Beginners (Castlemaine)	31	21.94
Tai Chi evening (Castlemaine)	30	5.59
Tai Chi (Guildford)	30	8.09
Tai Chi (Maldon)	45	6.68
Nordic pole walking (NPW) ongoing	27	7.71
NPW Beginners (Castlemaine)	58	9.2
NPW Beginners (Maldon)	31	10.07









Number of groups delivered over the last year (impacted by Covid lockdowns) and their average attendance over the last year is outlined in Table 1.

Table 1 shows that the Newstead Walking Group trial had poor uptake with an average of 4 participants attending each week. It also shows that the trial Maldon NPW group had a better uptake with an average of 10 participants each week, and all other groups had attendance ranging from 5 to 21 participants.

Qualitative impact of NPW was collected by interviewing 4 random participants. Below are quotes from 2 participants who consented to their names and quotes being shared:

Abbie Heathcote, NPW participant, nearly 80 years old:

"My health has improved enormously, and it may have been due to the Nordic Pole Walking. I am very thankful for the classes which were led by a very good instructor. I was impaired for a year; I could hardly walk. As soon as I got the poles I could walk as fast as I could when I was healthy. I recommend it to anyone, but you need to learn how to do it properly. Nordic poles are special, and you need the classes".

Phil Ciaffi, age 66:

"I knew I needed to do regular walking for my fitness, but never enjoyed it due to my health issues. Using Nordic Poles has made all the difference and I now enjoy walking."

Covid challenges and learnings for 2022 – 2023 plan:

Volunteering has declined in the covid environment, particularly amongst older vulnerable people. The Newstead Walking group relied on volunteers, so was discontinued due to limited volunteer availability. The group also had a low uptake amongst participants.

All other volunteer led physical activity groups, including Nordic Pole Walking groups in Castlemaine and Maldon, Tai Chi (in Castlemaine, Maldon, and Guildford), and walking groups in Maldon and Harcourt will continue.

Lessons learnt include the importance of keeping volunteers supported so that they remain engaged to deliver groups. This learning was a consideration in the current further expansion of Tai Chi groups to Newstead and possibly to Harcourt later in 2022.

Dissemination:

https://chirp.org.au/programs/walking-groups/

https://chirp.org.au/programs/nordic-pole-walking-for-seniors/

https://chirp.org.au/programs/tai-chi-exercise-groups/









Case Study 2.2: Co-designing accessible Croquet Club for people living with dementia



Accessible exercise opportunity, croquet

Target group/ setting:

Target group is people living with dementia in the Maldon community.

The Maldon Croquet Club setting provides opportunity for older people living in the community to continue exercise and social engagement. The club has several people living with dementia.

Intervention:



HPO with people living with dementia and Maldon Croquet club members

HPO started the Tarrengower Dementia Alliance, a group working towards a dementia friendly community in Maldon. As part of this larger project, a person living with dementia and HPO visited Maldon Croquet Club to provide advice on how to make their club more dementia friendly.

Alzheimer's Australia's 'Physical Environment Checklist', developed by people living with dementia was used to assess the environment at Maldon Croquet Club:

https://www.dementia.org.au/sites/default/files/NATIONAL/documents/Dementia-friendlycommunities-toolkit-for-local-government.pdf

A small grant from Dementia Australia supported the Maldon Croquet Club to implement required changes, as found through advice from person living with dementia and the Physical Environment Checklist. Changes made include:

- Club house entrance is now obvious and clearly visible due to new signage with colour contrasting lettering.
- Two exits have been made obvious with clear colour contrasting non-reflective signs.
- Eye level signage indicating directions to the nearby public toilets installed.
- Signage in kitchen cupboards indicating where cups/ utensils can be found.
- Name badges are now available for all club members to allow people living with dementia to identify members and socially engage.









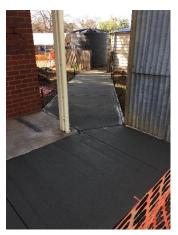
The club uses facilities which are council owned, so some of the required changed had to be made by council. Advocacy to council resulted in:

- Removal of dangerous stairs down to the green
- Maintenance of footpaths within the grounds, making them wheelchair accessible.

Measuring impact:

Alzheimer's Australia's 'Physical Environment Checklist' was used to assess the environment at Maldon Croquet Club, both pre and post implementation of this project.

Achievements:



New footpath within club grounds due to advocacy to Council.

Pre-intervention, Maldon croquet club did not meet any 'Physical Environment Checklist' markers. Post-intervention, the club met the following:

- Use clear, large signage for toilets and other public spaces.
- Ensure ground level changes are clearly marked and well-lit, with handrails and non-slip, non-glare surfaces.
- Ensure clear visibility from top step to bottom.
- Ensure main paths are wide enough for two users to walk or use wheelchairs.
- Ensure entry and exit signs are clear and obvious.

Covid challenges and learnings for 2022 – 2023 plan:

People living with dementia continue to participate in the community and dementia accessible facilities support them to remain active and socially included by clubs. Covid precautions have provided an additional barrier to social interaction for people living with dementia. Actively engaging people living with dementia in the codesign process supports more dementia friendly opportunities, and co-design will be an intervention used in the 2022 -23 plan.

Dissemination:

https://www.dementiafriendly.org.au/communities-in-action/small-steps-big-changemaldon-victoria

https://www.dementiafriendly.org.au/get-involved/in-your-community/inclusivegroups/maldon-croquet-club









Case Study 2.3: Engaging the LGBTQIA+ community in exercise and social interaction

Target group and setting:

Target group is LGBTQIA+ people living in Mount Alexander. Population health data shows an under-utilisation of health services and poor health and wellbeing indicators amongst LGBTQIA+ peoples, and Mount Alexander has an above average LGBTIQA+ population.

Intervention:

A dedicated LGBTQIA+ engagement officer role was created to reduce the significant disparities that LGBTQIA+ people face across a range of health and wellbeing indicators as well as addressing their under-utilisation of health or support services¹.

The LGBTQIA+ engagement officer consulted with the community to determine activities which would engage this community in exercise and social interaction.



Rainbow steps walking group members

In response to findings, a LGBTQIA+ Walking Group 'Rainbow steps' was developed and continued over this reporting period. Guest presenters from relevant health services such as Thorne Harbour Health attended the group to engage participants with health services.

The LGBTQIA+ engagement officer also supports a many other community-led activities; including but not limited to:

- Yellow Brick Road monthly social event,
- Trans and Gender Diverse Central Vic (in partnership with TGV and Sunbury Cobaw Community Health),
- Bent brushes (LGBTQIA+ paining group),
- Queer book club,
- Rainbow Families playgroup,
- Rainbow writes,
- Castlemaine pride choir,
- Glam slam tennis.

¹ Private Lives 3 Health and Wellbeing of LGBTIQ People, La Trobe University, 2020.









Measuring impact:

Rainbow Steps attendance was recorded on attendance sheets and entered in UNITI software to show annual attendance.

100 people from the Mount Alexander LGBTQIA+ community were surveyed to determine the impact of all available LGBTQIA+ activities on the community.

Achievements

Process Indicators:

The Rainbow Steps walking group met weekly with an average of 6 participants at each session.

Impact indicators:

The survey distributed to the LGBTQIA+ community found that because of this project:

- 94% of people indicated they appreciated being more connected
- 87% enjoyed making friends
- 66% said the activities increased their positive sense of self
- 96% people agreed, if activities not running, they would feel less connected
- 85% said would be more isolated if activities were not running
- 94.3% said activities made pandemic more bearable
- 90.6% were helped to make social connections
- 92.5% said activities had an overall impact on their mental health

Qualitative feedback received through the survey includes the following:

- "The role is like a pebble dropped in the centre of our pond, it may be hard to measure the ripples as they expand outwards, but the change that is created is meaningful and far reaching".
- "We had a baby in 2020 and didn't meet anyone in the first 4 months...having the rainbow playgroup we have met other queer families...I now have to explain that some families have a mother and a father, instead of two mum or dads or three parents which is a nice place to be."

Covid challenges and learnings for 2022 – 2023 plan:

Responding to the community and working with the community results in better engagement between health services and the LGBTQIA+ community, through activities which also increase physical activity, social connections, and mental wellbeing. LGBTQIA+ Engagement officer has been a successful intervention that will continue in the 2022 – 23 plan.