

Health Promotion Action Plan 2024-2025

-helping our community grow and thrive through promoting healthy lifestyles, equity, inclusion and participation.



Health Promotion

About the plan

Our Vision *Helping our community to grow and thrive through promoting healthy lifestyles, equity, inclusion and participation.*

Our vision places 'community wellbeing' at the centre of everything we do and builds on health promotion practice and theory. Health promotion is defined as the process of enabling people to increase control over, and to improve their health (ref: WHO Ottawa Charter). Health promotion activities are geared toward promoting health and preventing ill-health rather than focusing on people at risk for specific diseases (ref: Vichealth). We believe that partnerships and collaboration are key to affecting genuine change which is why we will work in partnership to support a coordinated approach to our plan across the Swan Hill catchment area.

Our approach

Our plan is focused on equity, co-benefits and community engagement.

- Equity – health equity is the notion that everyone should have fair opportunity to reach their full potential (ref: [Web-Fair-Foundation-VicHealth-framework-for-health-equity.pdf](#)). Some people experience greater barriers and inequalities than others to living a healthy life, and as a result some communities experience poorer health outcomes than others. (ref: [Health-Equity-Strategy-2019.pdf \(vichealth.vic.gov.au\)](#)).
- Co-benefits- we recognise that the multiple factors contributing to individual health do not operate in isolation (ref: DHHS VPHWP 2019-2023 (2019)). We will identify and implement initiatives that cut across priority health areas and provide the greatest impact on overall health and wellbeing. Our focus will be primarily on the key areas of healthy eating including oral health and breastfeeding, active living and gender equity, however we will consider how work in these areas can contribute to addressing other health needs relevant to our community including mental wellbeing and the impacts of climate change on health. This approach will deepen our impact by promoting positive flow on effects of health actions and widen our reach by connecting with our community on health issues important to them.
- Community engagement- Covid-19 impacts and learnings have influenced our plan along with outcomes of the Community Connectors program and '100 voices' consultation. Continued effort to engage with community will be more successful as we move to a more pandemic controlled environment.

Our framework

Our team will work on priority areas with the key strategic directions and actions of health promotion (ref: Ottawa Charter for Health Promotion).

- Advocate, enable and mediate
- Build healthy public policy
- Create supportive environments / access
- Strengthen community action
- Develop personal skills /education and awareness
- Reorient health services

The following Practice Principles will underpin our work

- Outcomes-based health promotion – we will be evidence informed with clear program objectives and program logic, through a culture of ongoing evaluation, learning, action, reflection and experimentation.
- Local collaboration & community engagement- we will identify and strengthen partnerships to support the delivery, planning and design of health promotion initiatives, with a focus on self-sustaining programs.
- Intersectional health equity lens- we will provide more support to settings and population groups that experience disadvantage.
- Place-based approaches- we will consider local needs and local priorities and engage with community as an active partner in developing solutions

- Support other priorities – our work with support other health areas through complimentary and aligned actions.

Our partners

We are committed to working in partnership to ensure a coordinated and holistic approach to improving health and wellbeing for our community. Our partnerships are in continuous stages of change and we understand this will be an ongoing experience due to the constant changes within all agencies and competing priorities. Our role and contribution to each partnership will be regularly reviewed to ensure it remains relevant and effective.

Key partnerships include:

- Food for All - Swan Hill Region (FFA)
- Swan Hill Pregnancy & Early Years Collaborative (SHPEYC)
- Better Together - Collaborative Table
- Swan Hill District Gender Equity Network (SHDGEN)
- Swan Hill LGBTIQ+ Inclusion Committee
- Loddon Mallee - Murray Prevention Network

Our Priorities

Swan Hill District Health have been working in partnership over many years to develop and implement a range of prevention initiatives based on locally identified priorities that are informed by evidence and state-wide data. Since early 2021, we determined two overarching priorities as a focus for the Swan Hill Rural City Council Plan for 2021-2025 and our Community Health-Health Promotion Plan.

These are:

1. Nutrition, activity and healthy lifestyles, and 2. Equity, inclusion and participation.

These broad focus areas align to the Victorian Public Health and Wellbeing Plan 2024-2027 and reflect desired outcomes that support our previous work, the evidence-base, local data, and agreed partnership actions.

Our current focus is centred on engagement in the early years and with those most vulnerable in our community. We are committed as a partnership to tailoring and targeting our work to really engage where there is the greatest need. Due to this aligned and focused work, our main actions will be limited to state wide priorities of **increasing healthy eating**, and to a lesser extent **preventing all forms of violence (increasing gender equity)** in the early years. Lesser actions will focus on **increasing active living** and **improving mental wellbeing**. We acknowledge that state-wide priorities are interconnected, for example some of our planned actions under increasing healthy eating will have co-benefits in **tackling climate change** and **improving mental wellbeing**. Community wide actions have broader priority inclusions, our eat.move.smile. campaign has been implemented for the past nine years and promotes key messages of **eat – fruit and vegetables, move – more often, and smile – together**, these key messages, and others promoting breastfeeding and supporting early years will continue as actions over this next year. As far as practical and possible, state-wide resources and programs will be engaged and implemented locally including **Healthy Eating Advisory Service** and **Healthy Choices Guidelines, Victorian Healthy Eating Enterprise**, and advocacy to support settings to embrace the **Achievement Program** as able.

Health Promotion Planning

Planning scheme for the 2023-2024 SHDH Health Promotion Plan



Increasing Healthy Eating & Active Living

Target: whole of community with focus on those most vulnerable & local health settings

Inputs

Policy & Frameworks
Resources- staffing
Specific grants

Activities

- Food Systems – improve food equity across the LM region and enhance social support systems
-
- Support regional and local initiatives that improve access to locally produced fresh, healthy plant-based food
-
- Support local community to access fresh fruit & vegetables and locally grown fresh foods
-
- Improve health/food literacy of vulnerable community members and young families
-
- Increase capacity of community to buy/prepare healthy food
-
- Improve referral pathway between services
-
- Support communal cooking facilities and food sharing events
-
- Support sustainability of the Swan Hill Food Hub

Data: SH LGA compared to Vic rate

Food insecurity- 7.9% (5.9% Vic)*

Fruit intake- 44% (43% Vic)#

Veg intake- 8% (5% Vic)#

Sugar sweetened soft drink consumption- 15% (10%)#

Physical inactivity# -females 59% (49% Vic)

-males 53% (53% Vic)

VPHS 2017; * VPHS 2020 Estimate has a relative standard error between 25 and 50 per cent and should be interpreted with caution).

Output Measures

- Food System Framework
-
- Increased knowledge, skills, confidence and resourcing
-
- Increased fruit & veg access
-
- Healthy catering options available
-
- Event & Marketing reach
-
- Edible garden uptake

Impacts

- Community input & commitment to Food System Framework
-
- Improved skills in healthy eating & active lifestyles
-
- Changes in food environments including sustainability

Outcomes

- Improved food security rates
-
- Improved fruit & vegetable intake rates
-
- Improved physical activity rates

Partners

- Food for All -Swan Hill Region Working Group
- Local Health & Welfare Services
- Healthy Eating Advisory Service
- Victorian Healthy Eating Enterprise
- Schools - food gardens
- Swan Hill Regional Library
- Community gardens



Increasing Healthy Eating including Breastfeeding & Oral Health

Inputs

Resources - staffing
DHSV funding/ CFC funding

Activities

Build community awareness and engagement in breastfeeding (BF) & support settings & public environments to be BF friendly

Build capacity of pregnancy & early years services to work together to provide consistent supports & education & increase community awareness, knowledge and support of nutrition in the Early Years

Provision of healthy eating sessions in partnership such as INFANT & Nourishing Little Minds programs

Improve healthy food & drink & oral health at early childhood settings through Smiles 4 Miles & Achievement Program (AP)

Data: SH LGA compared to Vic rate

Breastfeeding rates- 2020-21 Fully BF at 4 months 50% (Aust 66%), partially BF at 4 months 54% (Aust 79.5%)
Proportion of children developmentally vulnerable in 2 or more domains#- 12.7% (10.2% Vic), 1 domain- 25.8% (19.9% Vic)
Dental health admissions 0-9yrs^ - 17.5/1,000 (6.1/1000Vic)

[^]MCH local, ABS national; #AEDC data 2021, ^ DHSV data 2020

Target: all new parents, those pregnant or planning pregnancy; vulnerable families with young children & early childhood settings

Output Measures

Community building strategies promoting BF implemented

Evidence settings/public environments are BF friendly

Reach of BF & nutrition events & marketing

Reach & effectiveness of communication tools, e.g. EYOH

Reach & effectiveness of programs

Uptake of Smiles 4 Miles and AP in settings

Impacts

Changes in knowledge, skills, environments & attitudes towards healthy eating, including BF & oral health

Changes in Early Childhood settings to support healthy lifestyles

Outcomes

Improved BF rates
Improved F&V intake in children
Improved oral health rates in children

Partners

Pregnancy & Early Years Collaborative
Communities for Children
Local Early Childhood Centres
Healthy Eating Advisory Service
Dental Health Services Victoria



Promote gender equity in early years

Target: all parents of young children; vulnerable families with young children including settings

Inputs

Resources-staffing
Specific grants

Activities

Build awareness of fathers as parents and partners through information, marketing and education including 16 Days of Activism against Gender-based Violence campaign.

Promote gender equity in early parenting through partnerships and capacity building



Data: SH LGA compared to Vic rate

Proportion of children developmentally vulnerable in 2 or more domains#- 12.7% (10.2% Vic), 1 domain- 25.8% (19.9% Vic)
Family violence incident rate^ per 100,000 3,160 (1,360 Vic), child/children recorded as witness at 33.3% of incidents.

Output Measures

Engagement of fathers in education and marketing within early years

Implementation of 16 Days of Activism against Gender-based Violence Campaign through the SHDGEN

Gender equity is reviewed in early parenting sessions

Impacts

Increased confidence in parenting role of fathers, and gender equality in early years.

Improved capacity to promote gender equity in early parenting.

Outcomes

Improved childhood developmental vulnerability rates
Reduction of family violence incidents

Partners

Swan Hill District Gender Equity Network (SHDGEN)

Pregnancy & Early Years Collaborative Communities for Children committee
Services & Programs for young families

