

# Action for a healthier Latrobe

Annual Community Health –  
Health Promotion Action Plan

2023-2024 YEAR 3



## ACKNOWLEDGMENT OF COUNTRY

We acknowledge the traditional owners of the land, the Gunaikurnai people. We pay our respects to their Elders past, present and future, and acknowledge the living culture of the Gunaikurnai people and the important contribution they make to Gippsland.



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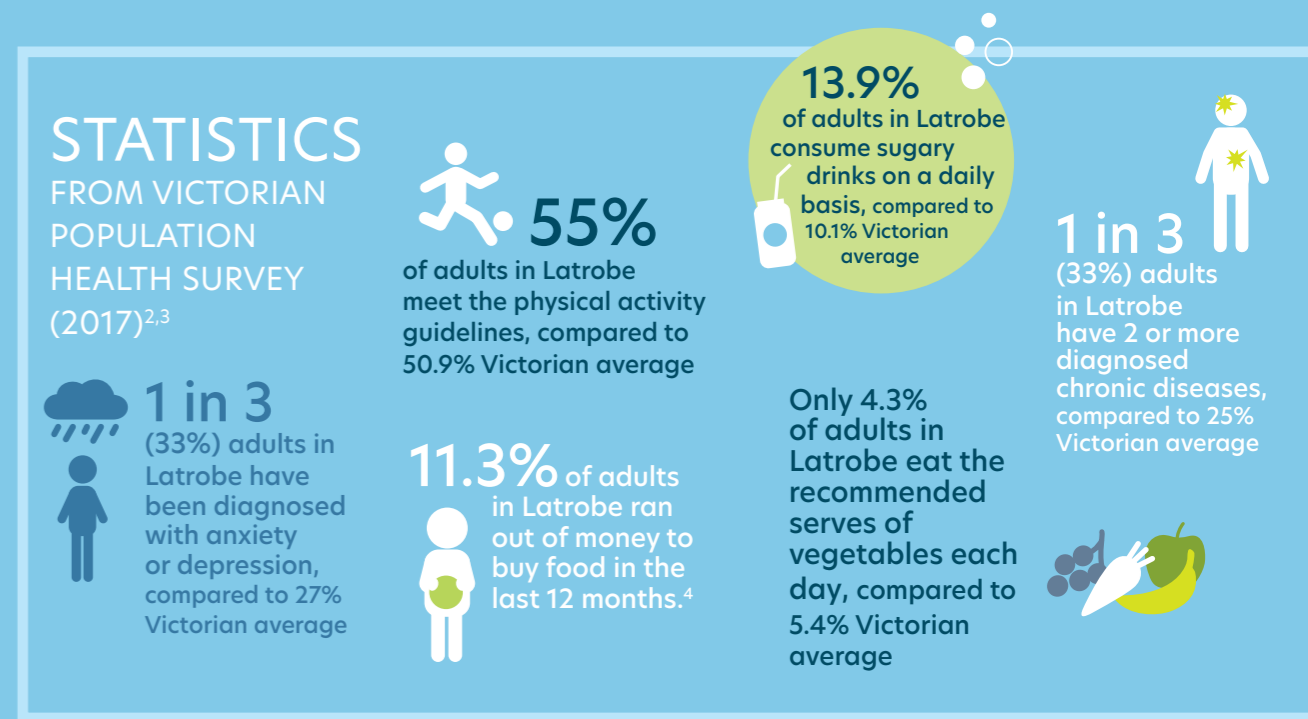
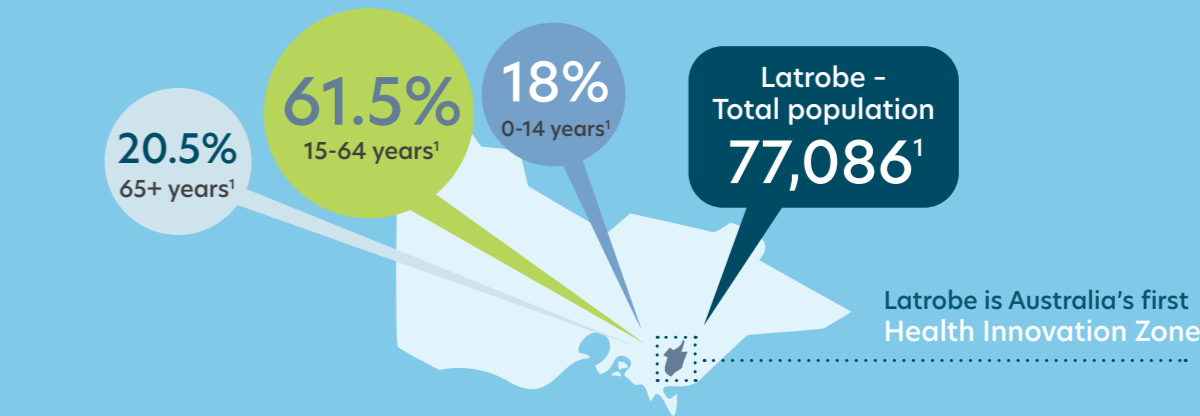
# Introduction

Latrobe Community Health Service is a local community health service that provides health promotion services to the Latrobe local government area. The health promotion plan is entering the third year (2023-24) of the four-year cycle (2021-2025) of our strategic statement, *Action for a healthier Latrobe*. Our vision is 'Latrobe is a healthy and vibrant place for all'. We plan to achieve this through collaborative systems practice and innovative, sustainable initiatives that improve the health and wellbeing outcomes of our community.

Our year three action plan details the strategies to be undertaken with Community Health - Health Promotion funding from Department of Health. It outlines our settings-based, systems thinking approach to practice and highlights how we will measure change over time.

*Action for a healthier Latrobe* will be delivered collaboratively with our strong and varied partnerships in the region. We will continue to invest time and resources into these partnerships to deliver beneficial initiatives to the community.

Our action plan is flexible and dynamic as we recognise we are in a period of change. We look forward to working with our partners and community as we work towards better health in Latrobe.

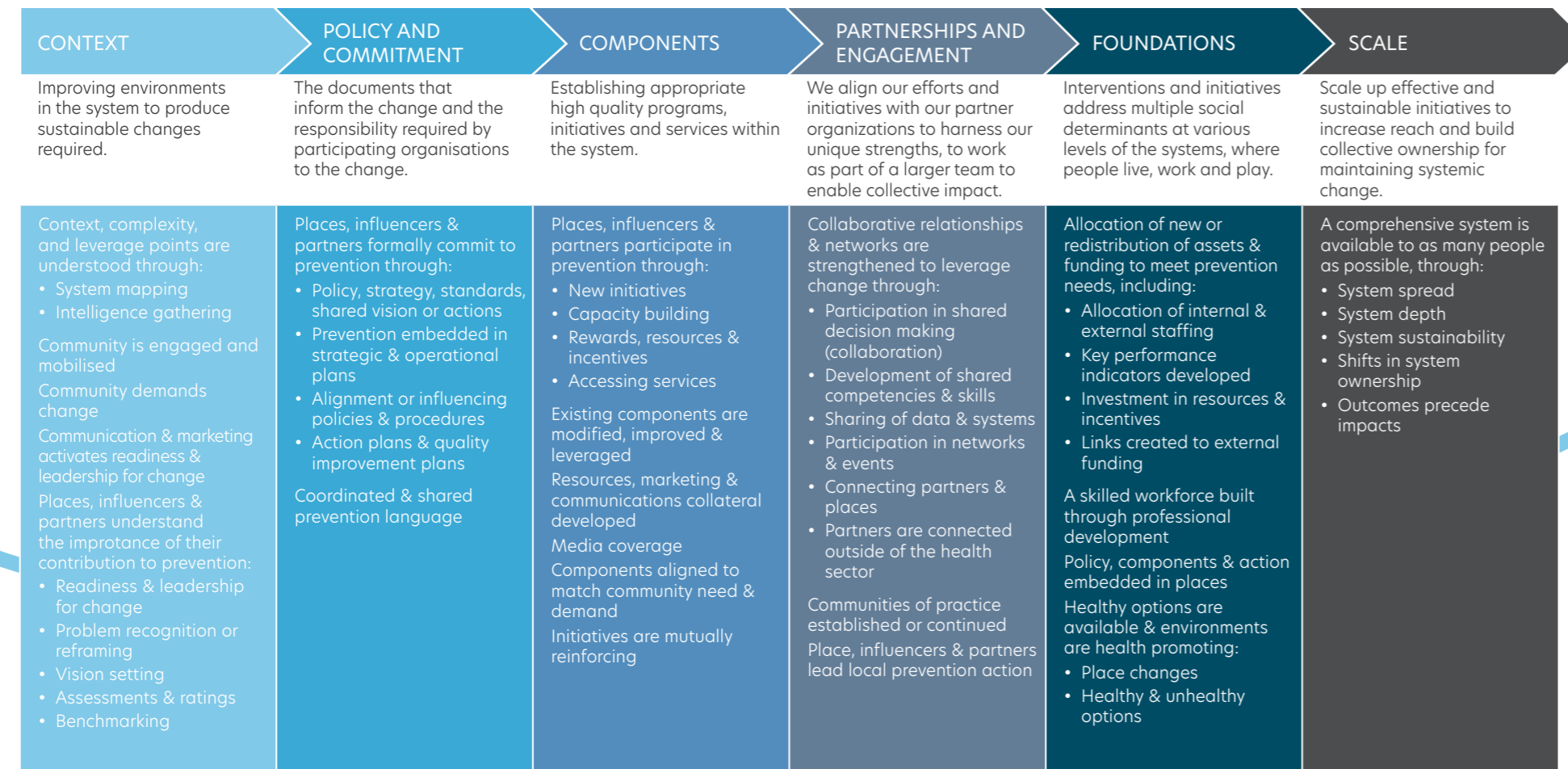


## System Change Framework and Indicators

Over the four-year cycle (2021-25), we continue to expand and consolidate our systems thinking and settings-based approach, utilising a systems thinking framework, tools and practice to achieve a healthier community. We will build our workforce capacity and act as leaders in the application of systems thinking in health promotion.

The System Change Indicators, developed by Monash Health Health Promotion Team (2018), are based upon the BUILD Framework (2007)<sup>5</sup>, Healthy Together Victoria's System Change Logic, and the World Health Organisation's System Building Blocks and Ottawa Charter.

The Indicators will be reflected upon to identify where local system change (impacts and outcomes) is and is not occurring. Local-level environmental and system change create places that are conducive to health and wellbeing and contribute to population health and wellbeing outcomes.



## Settings-Based Approach

Places we live, learn, work, connect and play, act as settings for change. Settings-based approaches mobilise places and partners to work collectively to improve health and wellbeing, while actions address the determinants of health to create system change. We continue to work in some of our settings for the year three action plan, including *Early Years*, *Education* and *Food Systems*. Due to state wide funding cuts to the *Community Health-Health Promotion* sector, we will no longer deliver interventions in the *Sports and Recreation* and *Workplaces* settings. We have identified a need to provide leadership for change in the Community Health sector, so have modified our previous *Health Promotion Workforce* setting, to *Organisational Leadership*.



## PRIORITY AREAS

Primary prevention is about changing the conditions which enable illness or injury before they occur. In order to take a primary prevention approach to health promotion, we will address the following priority areas:



HEALTHY EATING



ACTIVE LIVING



WHOLE OF SETTING APPROACHES

## Guiding Principles

Our guiding principles were informed by the *Community Health – Health Promotion Draft Program Guidelines 2021-2025* and have been adapted to reflect our local context and practice.

### → Equity & respect

We recognise the health inequities within the system and address these fairly with respect throughout all stages of our practice.

### → Systems practice

By making sense of complex environments we are able to address the dynamics that have the greatest potential for impact in our community.

### → Prevention at scale

Initiatives are delivered at scale to impact on the health and wellbeing of large numbers of the population and in the places where they spend time.

### → Leadership at all levels

We are committed to primary prevention leadership where everyone at every level has power to make change.

### → Whole of community, whole of systems approach

Interventions and initiatives address multiple social determinants at various levels of the systems, where people live, work and play.

### → Transparent line of sight

Local actions and outcomes are aligned, where possible, to LCHS Client Outcome Measures, Latrobe City Council's Municipal Public Health and Wellbeing Plan and the Victorian Public Health and Wellbeing Plan and Outcomes Framework.

### → Innovate, experiment, reflect and adapt

To address complex systems, we problem solve and engage in continuous action learning. We push the boundaries and experiment.

### → Outcomes focused

We deliver initiatives and interventions that achieve strong health outcomes for our community and measure these against the system change framework.

### → Partnerships, collaboration and good communication

Strong partnerships and good communication form the foundation of our work, allowing us to strengthen collaborative efforts, to achieve maximum health and wellbeing benefits for the community.

### → Application of climate change, health and gender equity lenses

We actively utilise different lenses over our work and throughout all stages of our practice, ensuring we consider factors such as climate change, health equity and gender equity.

### → Mutually reinforcing activities

We align our efforts and initiatives with our partner organisations to harness our unique strengths, working as part of a larger team to enable collective impact.

## Health and Wellbeing Outcomes

### LINE OF SIGHT

Our work aligns with the Victorian *Public Health and Wellbeing Plan*, Latrobe City Council's *Municipal Public Health and Wellbeing Plan*, Gippsland Region Public Health Unit's *Population Health Catchment Plan* and uses state-wide strategic frameworks such as the *Healthy Kids – Healthy Futures*, *Achievement Program*, *Healthy Choices* guidelines and *Vic Kids Eat Well*.

### OUTCOMES

Our commitment to a transparent line of sight is evident through our use of the *Victorian Public Health and Wellbeing Plan* indicators as our four-year outcomes.

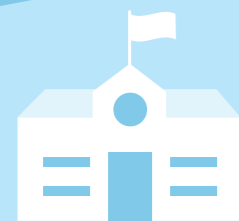
### IMPACTS

In the medium term, we hope to see local intermediate changes. We will track these impacts over time to show progress towards our outcomes. Impacts are measured through state-wide indicators so we can track our progress against an average.

### SYSTEMS CHANGES

As we implement activities across a systems framework, we will track our annual changes across the system using relevant measures.

| Latrobe 4 year outcomes   |                     |  |                           |  |       |
|---|---------------------|--|---------------------------|--|-------|
| In the long term we align and contribute to state-wide, population outcomes...  |                     |  |                           |  |       |
| Increased healthy eating  |                     | Increased active living  |                           | Increased health enabling environments   |       |
| Impacts by achieving local intermediate changes...  |                     |  |                           |  |       |
| Increase in fruit and vegetable consumption in children and adults<br>Decrease in sugary drink consumption in children and adults   |                     | Increase in physical activity levels of children and adults<br>Decrease in sedentary time in adults  |                           | Increase in the number of early learning settings, schools, workplaces and sporting clubs who have created healthier environments                |       |
| Measures that are measured...   |                     |  |                           |  |       |
| Proportion of children and adults who consume sufficient fruit and vegetables<br>Mean serves of fruit and vegetables in adults<br>Proportion of children and adults who consume sugar sweetened beverages |                     | Proportion of children and adults who are sufficiently physically active<br>Proportion of adults sitting for seven or more hours on an average day |                           | Number of settings implementing health promoting initiatives<br>Proportion of settings actively improving the health enablement of their setting |       |
| Activities and improved through systems changes.  |                     |  |                           |  |       |
| Context   | Policy & commitment | Components   | Partnerships & engagement | Foundations  | Scale |



# Education

Outside School Hours Care, early years services, primary schools, secondary schools

## RATIONALE

Healthy education environments are key enablers in supporting positive physical and psychological development.

It is important to create positive environments for children and young people to enable and encourage healthy behaviours.

Younger people (under the age of 25) make up 31.21% of Latrobe City<sup>6</sup>.

The Achievement Program in education settings can improve the health and wellbeing of staff, children and young people and their families.

By implementing school-based health and wellbeing initiatives, we support and nurture the growth and development of children and young people and their families.

## GOAL

To create supportive and healthy education environments

## OBJECTIVES

By June 2025,

- Increase the number of settings registered in the Achievement Program
- Increase the number of health priority areas (HPAs) achieved
- Increase the number of settings working towards physical activity and movement HPA
- Increase the number of settings working towards healthy eating and oral health HPA
- Increase the number of settings working towards climate and health pathway
- Increase access, availability and promotion of healthy foods and drinks in education settings
- Decrease access, availability and promotion of unhealthy foods and drinks in education settings
- Increase knowledge and skills around healthy eating and growing food

## INITIATIVES

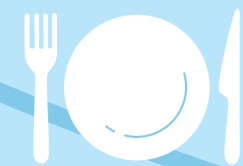
Leading

- Achievement Program (AP) & supported programs
- Menu planning guidelines for long day care
- School canteen and other food services policy
- Vic Kids Eat Well (VKEW)
- Latrobe Little Smiles
- Cooks' Network
- KIDDO
- Morning Move for Mind
- Fab Food Marvellous Mood

## EDUCATION

| YEAR TWO ACTION   | MEASURE   |
|---|---|
| 2.1 Implement the Achievement Program in education settings   | # ELCs actively supported to implement changes<br># Total health priority areas reached in ELCs<br><br># Schools actively supported to implement changes<br># Total health priority areas reached in schools  |
| 2.2 Implement state-based nutrition programs (menu planning guidelines, Vic Kids Eat Well and Healthy Choices guidelines) | # ELCs actively supported to implement the menu planning guidelines<br># Baseline assessments in ELCs<br># ELCs compliant with menu planning guidelines<br><br># Schools actively supported with VKEW<br># Small bites<br># Big bites<br><br># Schools actively supported to implement school canteen and other food services policy<br># Baseline assessments in schools<br># Incremental change in G/A/R food products in schools as verified by HEAS<br># Schools compliant with school canteen and other food services policy |
| 2.3 Implement Latrobe Little Smiles for oral health   | # ELCs registered for the Latrobe Little Smiles program<br># ELCs actively supported to implement the Latrobe Little Smiles program<br># ELCs completed the Latrobe Little Smiles program   |
| 2.4 Facilitate the Early Years Cooks' Network   | # Early Years Cooks' Network members<br># Early Years Cooks' Network meetings facilitated   |
| 2.5 Implement active living programs in education settings  | # Schools registered for KIDDO<br># Schools actively supported to deliver KIDDO<br><br># Schools registered for Morning Move for Mind<br># Schools actively supported to deliver Morning Move for Mind  |
| 2.6 Implement Fab Food Marvellous Mood breaks in primary schools  | # Organisations supporting the FFMMB initiative<br># Schools registered for FFMMB<br># Schools actively supported to deliver FFMMB  |
| 2.7 Collaborate with, and support GRPHU, LCC and LHA to deliver prevention initiatives in education settings              | # Actions supported   |





# Food Systems

Catering, supermarkets, retail outlets, vending, organisations and community

## RATIONALE

Thriving local food systems are essential to a healthy population and planet.

The food system includes the phases of agricultural production, processing, distribution, retail, consumption and food waste.

Only 4.3% of adults in Latrobe eat the recommended serves of vegetables each day, compared to 5.4% Victorian average<sup>2</sup>, and 14% of adults in Latrobe consume sugary drinks daily<sup>2</sup>. Over 1 in 10 (11.6%) adults in Latrobe ran out of money to buy food in the last 12 months, almost double the Victorian average (5.9%) (VPHS 2020)<sup>4</sup>.

One in four local supermarket customers have difficulty determining the healthiness of products<sup>7</sup>. Community and customers interact directly with the food system at the retail phase. Changes to product, placement, promotion and price can make it easier for customers to buy and consume nutritious foods and drinks.

It is important to create positive food environments to enable access to fresh local produce and encourage healthy behaviours.

By building healthier sustainable food systems we can support and nurture food growing, sharing, preparation and consumption of fresh local produce and nutritious foods and drinks.

## GOAL

To work towards a healthier and sustainable food system for all

## OBJECTIVES

By June 2025,

- Increase purchase of healthier foods and drinks
- Increase access, availability and promotion of healthy food and drinks
- Decrease access, availability and promotion of unhealthy food and drinks

## INITIATIVES

Leading

- Healthy Choices guidelines
- Healthy Choices guidelines: Climate health for people and planet
- Healthy Supermarkets Latrobe 'Reach for the Stars'
- Healthy Catering Guide: Latrobe region
- Food For All Latrobe Valley

Supporting

- VicHealth's Local Government Partnership project - Building better food systems for healthier communities
- Victorian healthy food relief guidelines

## FOOD SYSTEMS

| YEAR TWO ACTION  | MEASURE   |
|--|---|
| 3.1 Implement Healthy Supermarkets project - Phase 2: Scale up   | # Supermarkets participating<br>Promotional reach<br>Program evaluation   |
| 3.2 Coordinate Food For All Latrobe Valley and implement/support relevant actions from the annual plan   | # FFALV actions supported/implemented<br># Food Share Latrobe crates in community<br># Latrobe Food Declaration new signatories<br># Followers and likes on FFALV social media  |
| 3.3 Promote the Healthy Catering Guide   | Promotional reach<br>Program evaluation   |
| 3.4 Advocate for the Healthy Choices guidelines to be implemented with a climate health lens   | # Organisations involved in partnership<br>Consultation completed<br>Report completed<br># Resources developed<br>Estimated reach<br># Settings actively supported to implement Healthy Choices guidelines  |
| 3.5 Collaborate with, and support GRPHU, LCC and LHA to deliver prevention initiatives across the food system setting.   | # Actions supported   |
| 3.6 Support LCC and LRH to implement the Healthy Choices guidelines (and/or similar) in council owned facilities   | # Settings actively supported to implement Healthy Choices guidelines<br># Baseline menu assessments<br># Incremental change in G/A/R food products as verified by HEAS<br># Settings with at least 50% GREEN<br># Settings with no more than 20% RED<br># Settings compliant with Healthy Choices guidelines<br># Small bites<br># Big bites |
| 3.7 Support healthy eating initiatives through grant opportunities   | # Funding applications<br># Successful funding applications   |
| 3.8 Support Latrobe City Council to implement VicHealth's Local Government Partnership project - Building better food systems for healthier communities module | # Impact streams in progress<br># Impact streams completed<br># Modules in progress<br># Modules completed<br>Program evaluation  |
| 3.9 Support implementation of Victorian healthy food relief guidelines   | # Settings actively supported<br># Settings implementing healthy food relief guidelines   |



# Organisational Leadership

## RATIONALE

Strong organisational leadership and commitment to prevention is crucial to improving employee health and prevention practice.

It is important to invest in best practice, and current and emerging prevention practice to ensure the workforce is capable of delivering proactive and innovative initiatives.

We invest in climate health as climate change has directly affected our community as seen by increased extreme weather events including bushfires, storms and floods. This impacts public health in a number of ways, including reduced access to nutritious foods and decreased opportunities for active living. We utilise the CHILL community of practice to develop a climate ready workforce, so they can positively influence sustainable health outcomes in their communities.

We commit resources to systems thinking approaches as we recognise the complexity of prevention and the numerous actors in the Latrobe region.

By building capacity and demonstrating leadership for health and wellbeing, we strengthen opportunities for systemic change, benefitting the health and wellbeing of workplaces, their employees and the communities they serve.

## Community health services, local government, specialist services

### GOAL

Health organisations commit to health and wellbeing of their staff, partners and communities

### OBJECTIVES

By June 2025,

- Increase the number of organisations in the health sector with knowledge of climate change and health co-benefits
- Increase capacity for climate health actions in settings the health workforce supports
- Increase internal commitment to health and wellbeing actions at LCHS
- Strengthen collaborative partnerships to improve health promotion practice and approaches

### INITIATIVES

Leading

- Climate Health CoP (CHILL)
- Healthy Workplace Committee actions relating to healthy eating, active living and climate health
- CHHP Leaders Systems Thinking CoP

## ORGANISATIONAL LEADERSHIP

| YEAR TWO ACTION   | MEASURE  |
|---|--|
| 4.1 Deliver the climate health community of practice (CHILL) and build capacity for other organisations to deliver climate health actions | <ul style="list-style-type: none"> <li># Climate Health CoP members</li> <li># Training sessions delivered</li> <li># Members attended CoPs</li> <li># Climate health tools developed</li> <li># Climate health actions in partner organisation plans</li> <li># Workplaces implementing climate health pathway</li> </ul> |
| 4.2 Implement actions within LCHS Healthy Workplace Committee action plan to increase physical activity                                   | <ul style="list-style-type: none"> <li># Actions delivered</li> <li># Reach of actions</li> <li># Policies updated</li> </ul>  |
| 4.3 Implement actions within LCHS Healthy Workplace Committee action plan to increase healthy eating, active living and climate health    | <ul style="list-style-type: none"> <li># Actions delivered</li> <li># Reach of actions</li> </ul>  |
| 4.4 Contribute to the coordination of the CHHP Leaders Systems Thinking CoP   | <ul style="list-style-type: none"> <li># CoPs delivered</li> <li># CoP members</li> </ul>  |



# Early Years

## Maternal and Child Health, community settings

### RATIONALE

Having the best start to life is essential for healthy growth and development.

In the first 1000 days of life it is important to nurture a child's physical, cognitive, social and emotional health.

Development that occurs during the first 1000 days can have life-long consequences for health and wellbeing<sup>9</sup>, such as poor nutrition during pregnancy and early life leading to obesity, heart disease and stroke in later life<sup>9</sup>.

The INFANT program and other strategies to increase breastfeeding can help to provide protective factors for a range of health issues.

By implementing these early years' interventions, we can support and significantly improve a person's life experiences, health and development.

### GOAL

To improve the health and wellbeing of children and caregivers in the first 1000 days of life

### OBJECTIVES

By June 2025,

- Increase the number of initiatives that encourage breastfeeding in Latrobe
- Increase the number of partnerships contributing to prevention initiatives in the early years setting

### INITIATIVES

Leading

- INFANT planning and evaluation
- Breastfeeding interventions

### EARLY YEARS

| YEAR TWO ACTION  | MEASURE   |
|--|---|
| 1.1 Identify and collaborate on actions to encourage breastfeeding in partnership with Latrobe Health Assembly, Latrobe City Council and Gippsland Region Public Health Unit | # Actions implemented<br># Reach of<br># Partners   |
| 1.2 Support LCC to implement INFANT pilot in Latrobe   | # INFANT groups established<br># Parents attending<br># Parents using the My Baby Now App |

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