COMMUNITY HEALTH & WELLBEING PLAN
2013–2018
A SNAPSHOT OF CLARENCE

- Tasmania’s second largest city with a population of over 54,674
- On the Eastern shore of the River Derwent, with panoramic views across to Hobart city
- Geography includes 191 km of coastline, Meehan Range running along the City, and Coal River Valley
- Clarence is a mix of urban, rural and coastal communities, enterprises and environments
- Sport and recreation activities are prominent in the City
- A CITY WITH SURPRISING SOCIO-ECONOMIC DIVERSITY
THE CLARENCE CONTEXT

- Suburb SEIFA ranking includes range from 5\textsuperscript{th} to 403\textsuperscript{rd} most disadvantaged in state. 4\textsuperscript{th} most advantaged LGA in the State (2011)
- Tasmanian Population Health Survey lifestyle risk factors (2013)

<table>
<thead>
<tr>
<th></th>
<th>CLARENCE</th>
<th>TASMANIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-assess health as fair / poor</td>
<td>15.8%</td>
<td>19.0%</td>
</tr>
<tr>
<td>High or very high psychological distress</td>
<td>10.1%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Risky alcohol consumption</td>
<td>21.5%</td>
<td>20.4%</td>
</tr>
<tr>
<td>Current Smokers</td>
<td>12.7%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Adequate vegetable consumption</td>
<td>8.3%</td>
<td>9.8%</td>
</tr>
<tr>
<td>3 or more chronic conditions</td>
<td>20.4%</td>
<td>19.2%</td>
</tr>
<tr>
<td>Obese BMI</td>
<td>18.5%</td>
<td>23.6%</td>
</tr>
</tbody>
</table>
BACKGROUND

How did Council come to deciding to develop a Health and Wellbeing Plan?

• Council’s Strategic Plan 2006-2011 - “Communities and People”: Develop a Community Health Plan
• Legislated Health Plans in VIC
• Strategic Plan 2010-2015 - “Access and Social Inclusion”: Develop a Health and Wellbeing Plan
COUNCIL’S COMMUNITY PLANNING FRAMEWORK

- Cultural Plan
- Positive Ageing Plan
- Track and Trails Action Plan
- Bicycle Plan
- Economic Development Plan
- Environmental Health
- Clarence Bushland and Coastal Strategy
- Cultural Arts Plan
- Events
- Disability Access Plan
- Strategic Asset Management Policy
- Clarence Planning Scheme and Public Open Space Plan
- Youth Plan
- Health & Wellbeing Plan
- Strategic Plan 2010-2015
SOCIAL MODEL OF HEALTH

GENERAL SOCIOECONOMIC, CULTURAL AND ENVIRONMENTAL CONDITIONS

LIVING & WORKING CONDITIONS

UNEMPLOYMENT

WATER & SANITATION

HEALTH CARE SERVICES

HOUSING

HEALTH AND LIFESTYLE FACTORS

AGE, SEX AND CONSTITUTIONAL FACTORS

INDIVIDUAL LIFESTYLE FACTORS

SOCIAL AND COMMUNITY NETWORKS

EDUCATION

WORK ENVIRONMENT

AGRICULTURE & FOOD PRODUCTION

GENERAL SOCIOECONOMIC, CULTURAL AND ENVIRONMENTAL CONDITIONS

(Dahlgren and Whitehead, 1991)
HOW DID WE GO ABOUT DEVELOPING THE PLAN?

Identifying stakeholders:
• Internal Working Group
• External Reference Group
• Consultants
• Focus Groups
• Broad community consultation
WHAT DID THE CONSULTATION IDENTIFY?

Key themes were:
1. Support access to health services
2. Facilitate opportunities to be active and participate in the community
3. Provide, protect and value the parks, beaches and reserves
4. Improve access to health and community information
5. Advocate for improved transport options and types
6. Identify strategies to address perceptions about anti-social behaviours
5 KEY DOMAINS

The research and consultation process identified five key domains for activity in the Community Health and Wellbeing Plan. Actions and strategies will be associated with these five domains:
STRATEGIES AND ACTIONS
OVERARCHING STRATEGIES FOR THE IMPLEMENTATION OF THE PLAN

1. Ensure adequate coordination, implementation, monitoring and evaluation of the Health and Wellbeing Plan

2. Ensure the opportunities for recreation in Clarence are maximised to their full potential

3. Ensure adequate both-ways communication between Council and the community about Health and Wellbeing in Clarence
Hurdles and Challenges

- Resources
- Timeframes
- Winning hearts and minds of stakeholders
- Political landscape
- Constantly evolving
THE GOOD NEWS

• New Partnerships
• Recognition of Council’s Leadership and Commitment
• Changing Work Practices
• Changing Attitudes
• New Projects
NEW PROJECTS

Fitness in the Park
Food Security Projects - Tasmanian Food Access
Research Coalition and Healthy Food Access Tasmania
Communication and Information Project - Website, social media
Exploring Workplace Health and Wellbeing Group
More...
WHY IS THIS PLAN FRESH?

• It has buy-in across the organisation
• It marries up the actions with resource implications
• It is easy to access
• It’s not just about health
• It gives legitimacy and confidence for action
• It provides for a whole-of-community response
**KEY LEARNINGS**

• The power of statistics – we could have used these more strategically
• Enhance local consultation
• Be patient – it’s worth taking the time
• The process was as valuable as the result
• You’re not on your own! There are allies that want to support you
• Being flexible is important
THANK YOU!