



# Healthy Communities Initiative

**Local Government Area Grants Phase 2**

**June 2011 – June 2014**

**(May 2014 – PPAC Local Government Forum Report)**



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## Funding

**Pilot Phase of the HCI** - 12 LGAs were selected for the period April/May 2010 – June 2011 with the opportunity to extend until June 2013

*The Cradle Coast Authority were selected as the Tasmanian pilot program.*

**Phase 2 of the HCI** - funding of \$703,607 per grant has been awarded to 33 LGAs across Australia for the period June 2011 – June 2014 (Initially June 2013)

***Glenorchy City Council was the successful applicant in Tasmania.***

**Phase 3 of the HCI** - funding of \$566,042 per grant has been awarded to an additional 47 LGAs across Australia for the period December 2011 – June 2014.

***A consortium of Central Highlands, North & South Midlands Councils were the successful applicant in Tasmania.***



## Statistics



- Total Population – 45,537
- 51.8% Overweight/Obese self reported in a Tasmanian Population health Study
- 51.6% self reported with Chronic Disease such as Arthritis, Heart Disease, stroke, diabetes and other conditions
- SIEFA index low for Glenorchy 915.00
- 6.7% Unemployment rate





## **Aims and Objectives of Glenorchy on the Go**

1. To promote the importance of physical activity and healthy eating
2. To provide local, affordable opportunities to participate in appropriate physical activity, healthy eating and healthy lifestyle programs and increase numbers of people accessing such programs
3. To utilise existing resources to facilitate the expansion of programs
4. To develop a pool of trained program facilitators





## Target groups

### Adults over the Age of 18 years who were:

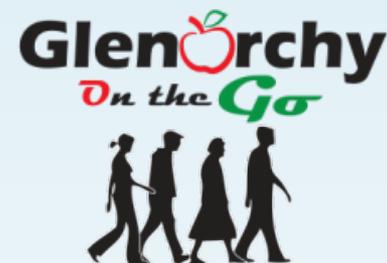
- unemployed, part time and casual employees
- Aboriginal and Torres Strait Islander peoples
- people from a culturally and linguistically diverse background
- older Australians
- migrants
- people with a disability
- people at risk of chronic disease
- carers





## Outputs

- GO Walking
- GO Parks
- GO HEAL
- GO Beat it Feeling Good Challenge
- GO Cooking
- GO Try It – GO GOLD (Growing older, living dangerously) & HAY (Healthy, Active, Young)
- GO Heartmoves GO Movement
- GO Adaptive Sports & Activities
- Mentor training – Glenorchy on the Go Ambassadors
- Lifestyle and qualification subsidy program
- GO Gardening & 10'000 Steps





## Delivery models

1. Contracted company
2. Individual facilitators
3. Partnerships
4. Volunteers/Ambassadors





## Partnerships





## Volunteers/Ambassadors



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This national partnership on preventive health is funded by the Australian Government

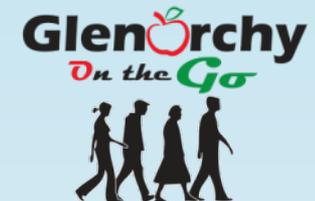


## National, State and local health campaigns and initiatives





## Promotion



- General Practitioners and Practice Nurses
- Community Houses
- Glenorchy Gazette and other publications
- Community Health Centre
- Events conducted by Glenorchy on the Go
- GCC website and Facebook page
- Network groups including Community of Practice
- Glenorchy on the Go brochures
- Presentations to target group stakeholders and service providers



## How we collected data

1. Individual registration
2. Group registration
3. Casual attendance
4. Attendance lists
5. National Program registrations
6. Head count - Events





## Results

### August 2011 – May 2014

Over **4880** people have participated in **3454** Glenorchy on the Go programs/classes since its commencement in August 2011

These include:

- **1626 Walking sessions**
- **936 Gentle exercise classes**
- **181 other sessions including Go Wellbeing, training in the park and fun runs**
- **101 cooking sessions**
- **10 Lifestyle modification programs,**
- **3 training programs for 21 Ambassadors,**
- **12 Health Information session**
- **84 trained facilitators running programs/leading groups in Glenorchy**
- **353 Community based adapted games sessions**
- **194 come and try it sessions (GOLD and HAY)**



## Results (cont)

August 2011 – May 2014

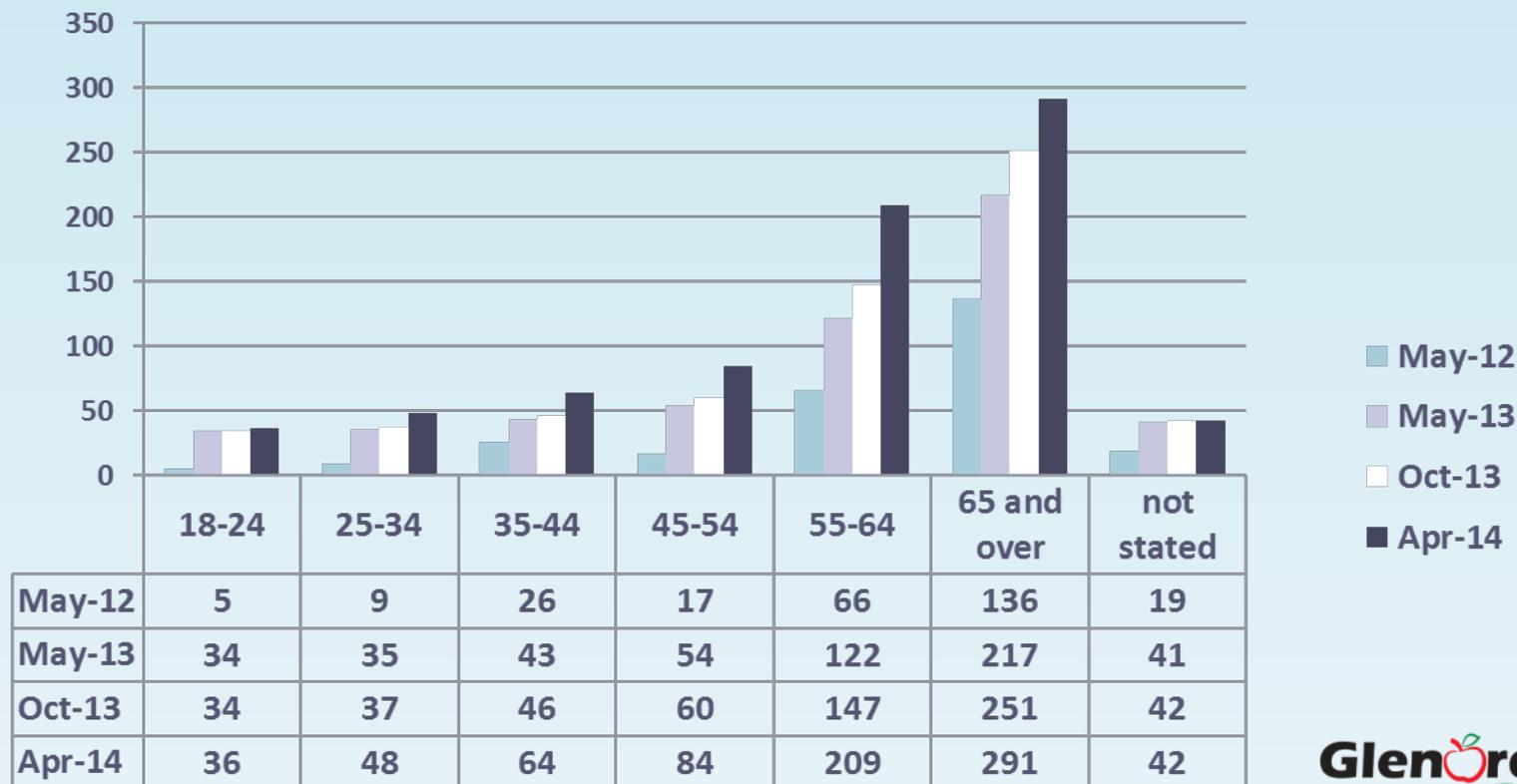
Glenorchy on the Go has offered:

- 18 weekly walking groups,
- 10 weekly Go Movement exercise classes
- 7 weekly sessions of Adapted sports and activities for people with Disabilities,
- Regular Cooking Class
- 2 x weekly tai Chi for Arthritis sessions
- **Fortnightly GOLD (growing older, living dangerously) & HAY (Healthy, active & young) come and try activities** such as Outrigger Canoes, Water Aerobics and Fencing.



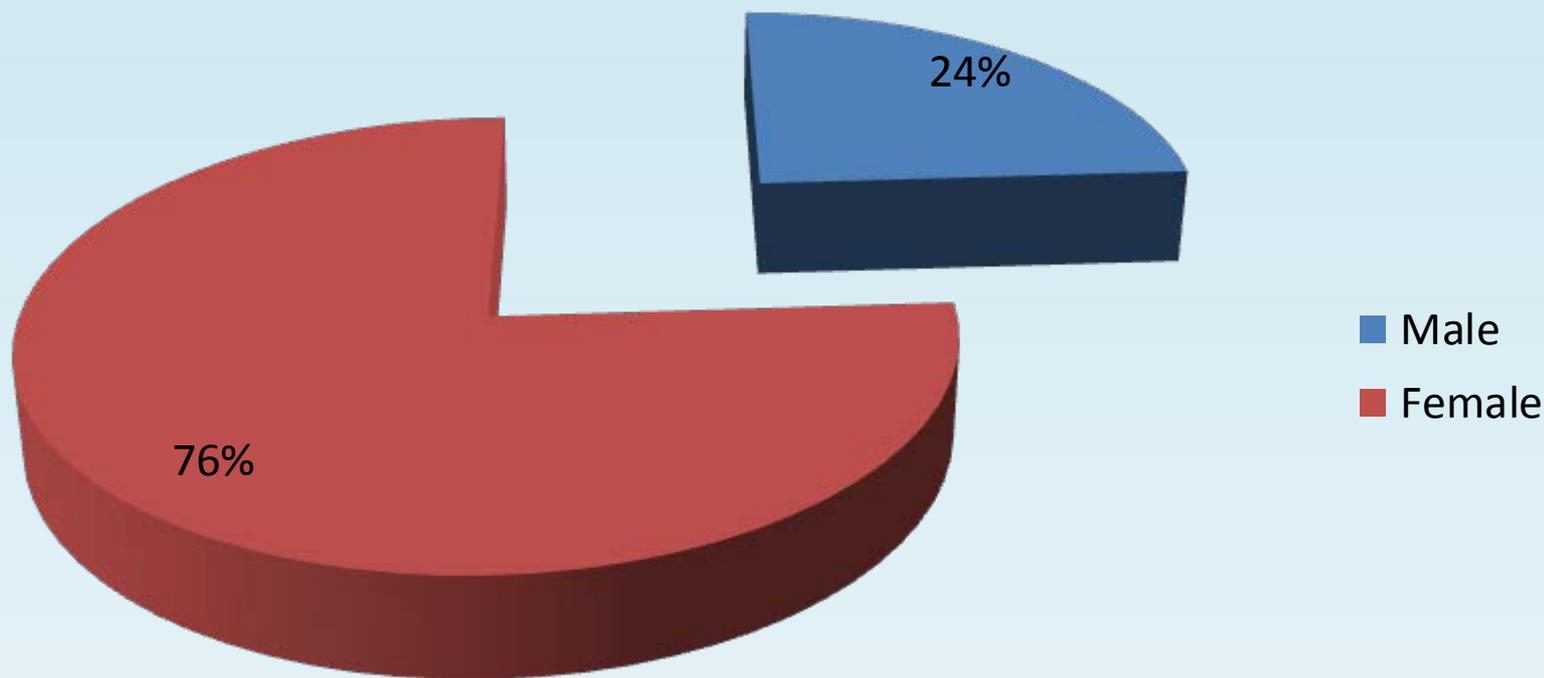


## Age Profiles



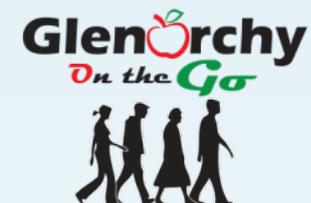
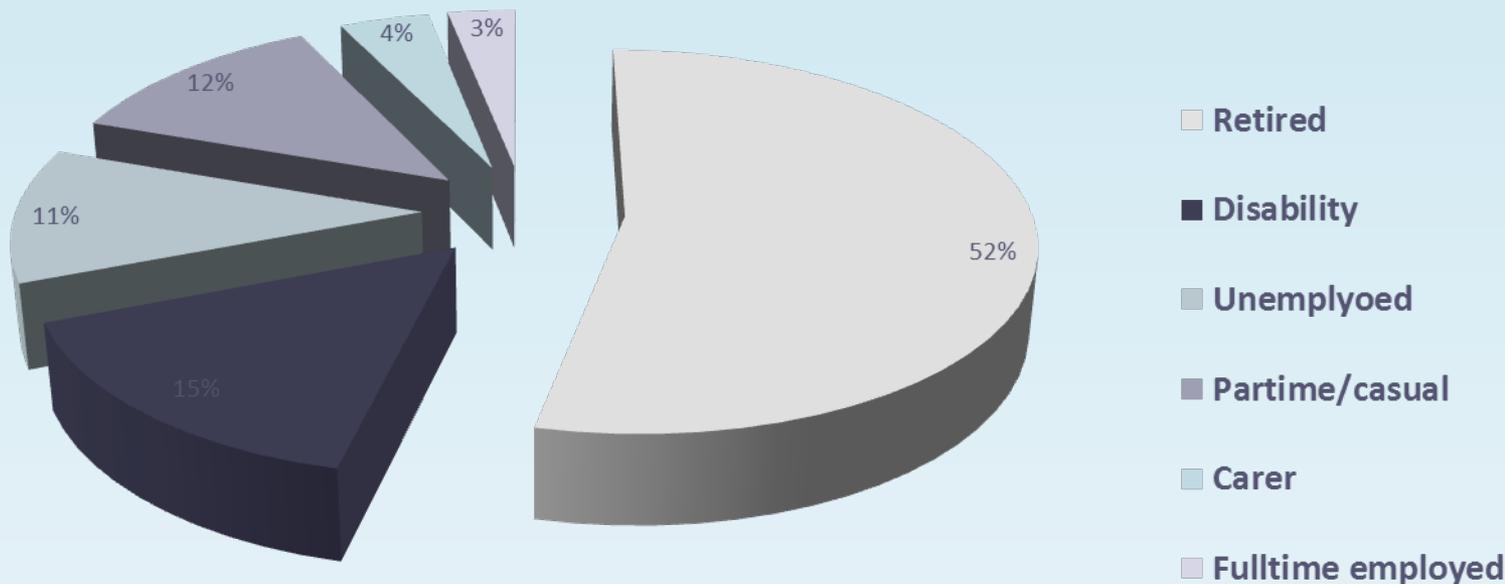


## Gender Profile





## Employment profile

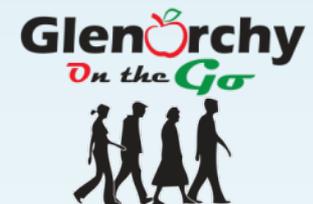




## Participants profile

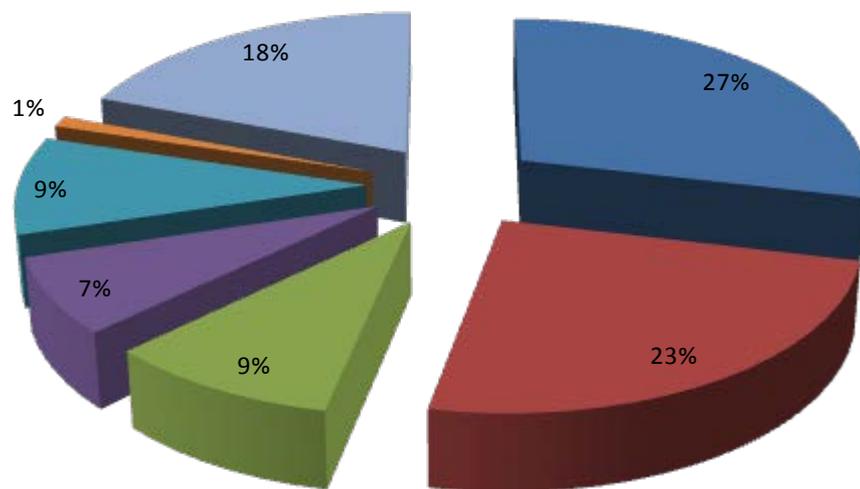
In terms of cultural background and employment status the data for registered participants shows that:

- 3% of registrants identified as Aboriginal
- 3% were recent migrants
- 33% had pre-existing health issues
- 15% of registrants had a disability
- 52 % were retired
- 11% were unemployed
- 10% were employed on a part time basis
- 2% had casual employment
- 4% were carers.





## How they found out

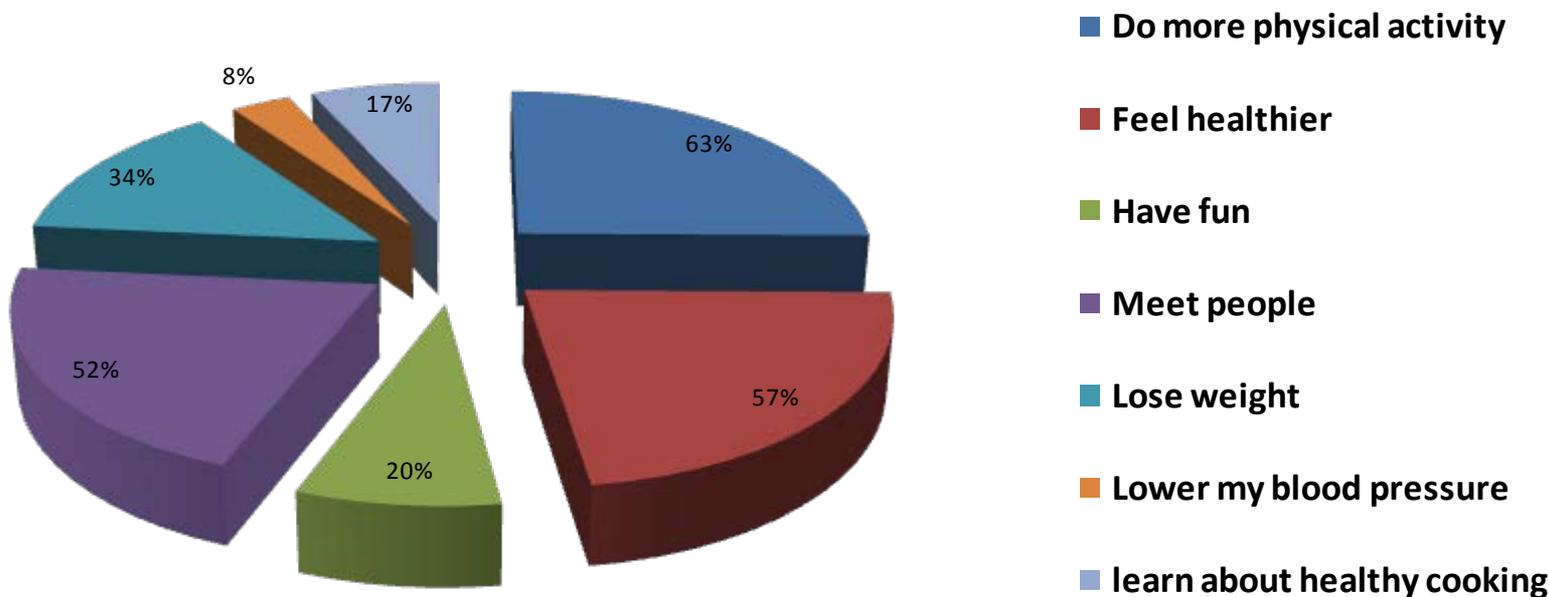


- A friend/family member (27%)
- Glenorchy Gazette (23%)
- Community House (9%)
- Health service/GP (7%)
- Flier/poster (9%)
- Website (1%)
- Other (18%)



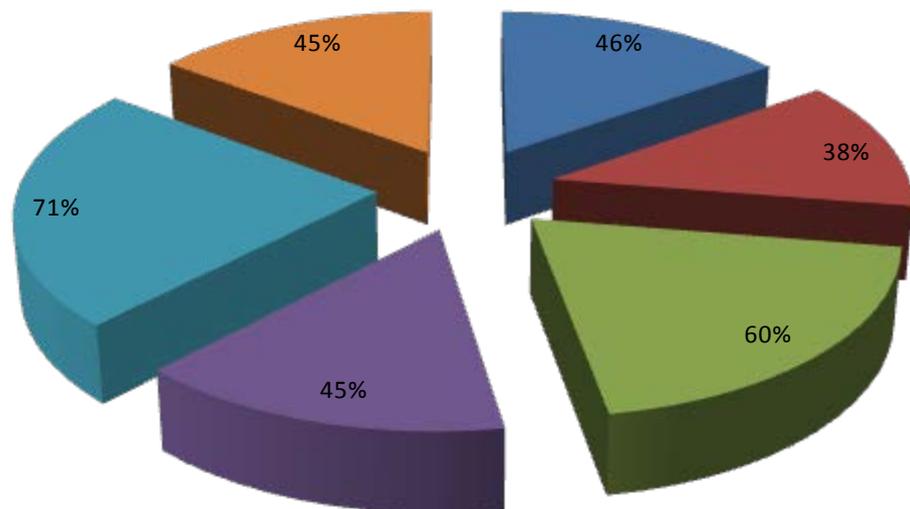


## Why joined





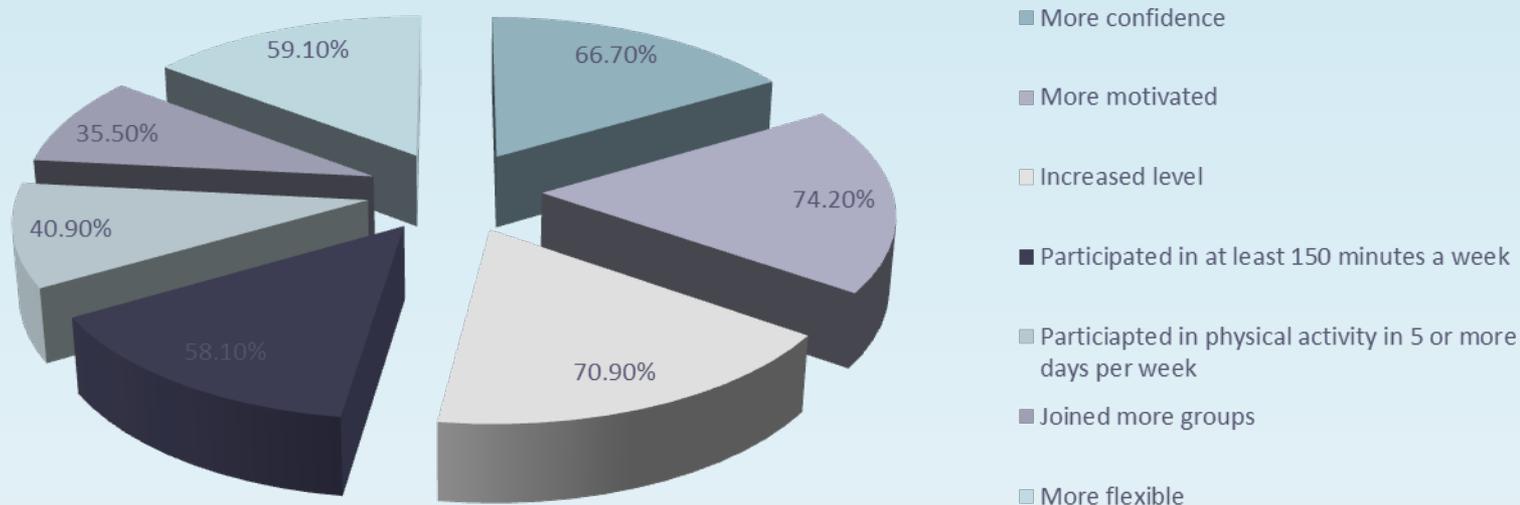
## Reasons for continued participation



- no/low cost
- Changes to health & wellbeing
- Have fun
- Facilitator
- Making friends
- Offered locally

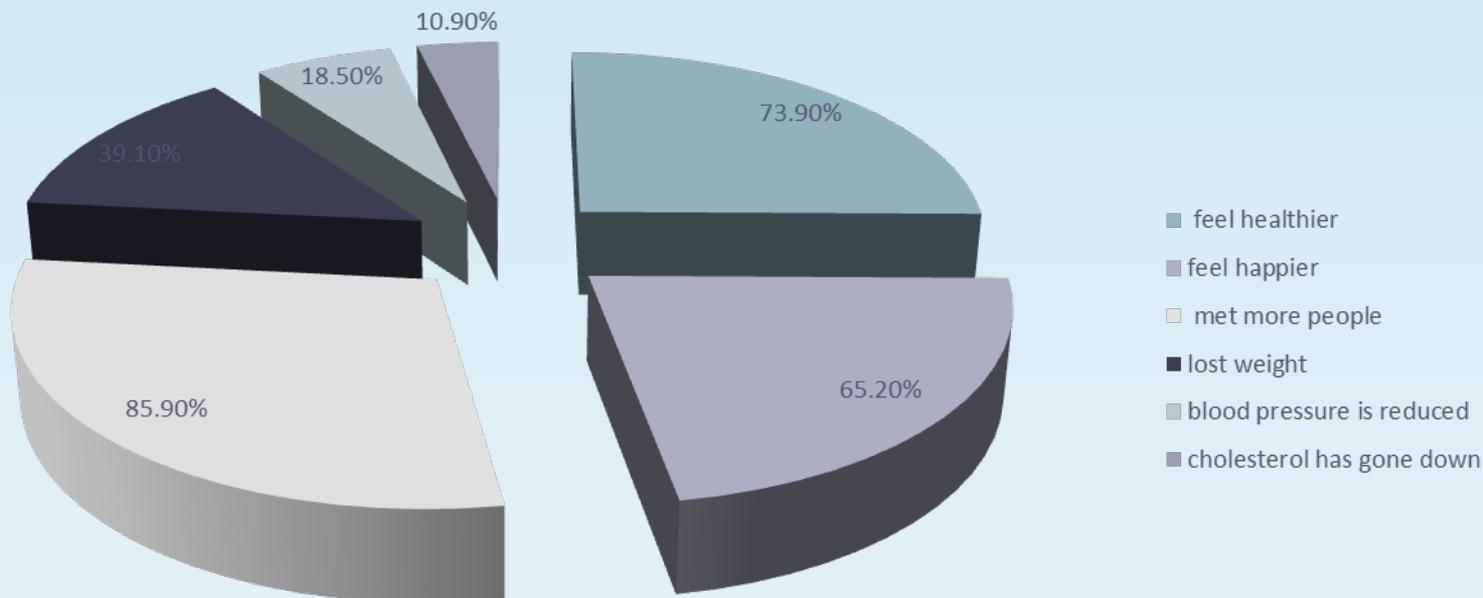


## Outcomes – physical activity



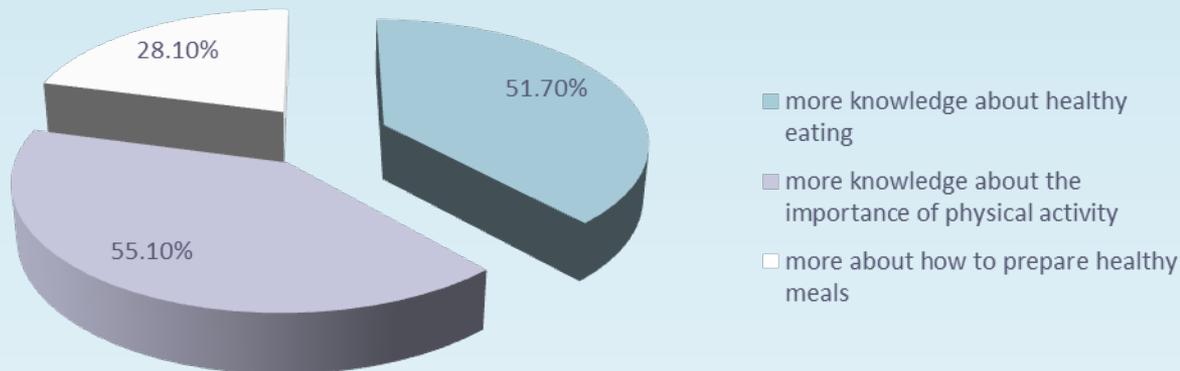


## Outcomes – feeling healthy & happy





## Outcomes – knowledge about health & wellbeing



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GLENORCHY CITY COUNCIL



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## Successes and achievements

- Individuals taking the lead to identify needs, gaps and ways to create opportunities for others.
- Increased use of local open spaces and facilities
- Improved connections between health & fitness services
- Reduced social isolation – enquires have quadrupled
- Increased reports to Council in regards to spaces and places in and around Glenorchy e.g. Things that could improve facilitates , walking tracks and outdoor spaces.



## Benefits for Glenorchy City Council

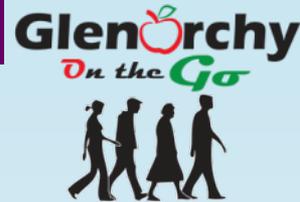
- Increased capacity to run a range of programs designed to involve residents from particular target groups in physical activity and healthy food activities (e.g. funds to pay for program facilitators, to pay for promotion, to have a fulltime coordinator for the Program). It has also enabled Council to outreach to particular parts of the LGA (e.g. to offer programs in Collinsvale, Claremont, Goodwood, Chigwell).
- Increased community 'goodwill'- a significant level of positive community regard has been gained for the Council as a result of this program, particularly from older residents who have seen it as 'something for them'

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## Benefits for Glenorchy City Council (cont)



- Available venues and recreational opportunities have been promoted to the broader community in a much more extensive manner than was possible previously. E.g. running programs in the Golden Years Club, the YMCA, the Rowing Club, Football Club, local halls and Bowls Club facilities has meant that community members become used to using these venues and may be more likely to use them in the future.
- Council now has a pool of trained volunteers (21 Ambassadors) with whom it can work on future programs. These volunteers have been trained in a number of areas including: Tai Chi for Arthritis, Mentoring, Sports Ability, Walk Group Leadership, Healthy Cooking.



## Benefits for Glenorchy City Council (cont)

- Had a significant impact on all areas of Council operation by increasing the focus of other programs on health and wellbeing.
- Enabled health and wellbeing information to be built into other events (e.g. Moonah Taste of the World, Dad's Day Out) and for support to be provided to events like the GASP/MONA Fun Run. (Events such as this bring people from outside the LGA to the City for the day and contribute to an enhanced perception of the City and its residents).

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## Benefits for partnering organisations

- There have been substantial outcomes for partner organisations involved in the HCI as well. Sporting and recreational groups have gained new members as a result of the GOLD 'come and try sessions'. Just over half of the groups surveyed (57.1%) had gained new members as a result of the GOLD sessions.
- Community organisations which have venues for hire have benefited from the substantial promotion which has taken place in relation to their venue (e.g. The Golden Years Club, YMCA). GOG programs have brought people to these venues who would not have normally visited these sites.

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## Challenges and issues

- The GOG brand becoming associated with an older demographic
- Difficulties in expanding the reach of programs to the younger demographic
- Being able to move participants from GOG activities to other available programs in the community (e.g. because of cost barriers to participation in commercially run programs for those on limited incomes)
- The small number of referrals from health and medical service providers had quite a profound impact on the viability of programs like HEAL and BEAT IT. Despite extensive work to engage these groups the level of engagement has remained low

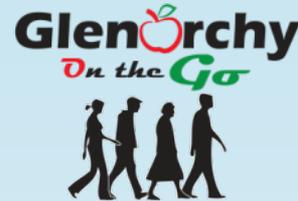




## Lessons Learnt

- Local community members value the Council having a role in health and wellbeing programs at the local level.
- The power of word of mouth promotion, especially by people who are perceived as ‘just like me’
- That using a peer mentoring model alongside professional facilitators can free up the facilitators to focus on ‘content’





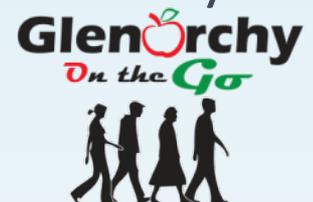
## Lessons Learnt (cont)

- The value of a partnership approach in being able to extend the reach of programs (e.g. adding value to existing networks by funding a healthy lifestyle component within another program)
- The value of engaging communities with a positive message (e.g. fun, friends, feeling good) rather than a negative one about illness and death
- The importance of outreach, accessibility and affordability in reaching the target audience (taking the program to the people and making them feel at home)



## Future directions

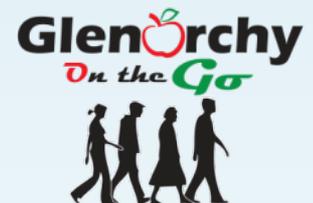
- Adding value to the work of other organisations (e.g. providing resources, in kind support to enable health and wellbeing to be embedded in other programs run by Community Houses, local recreational groups, disability groups) and supporting these groups to seek further funding to extend their programs to their communities
- Implementing a Council Healthy Communities Framework to ensure that the promotion of health and wellbeing is part of all Council policies and programs in the future and that opportunities to promote health and wellbeing are effectively harnessed





## Future directions (cont)

- Introducing a form of user pays system to enable resources to be channelled back into service provision (e.g. a survey of Heartmoves participants was conducted in late 2013 to assess the willingness of participants to contribute to the costs of programs)
- Responding to funding opportunities which arise and using the evaluation findings from Glenorchy on the Go to seek further funding support for programs at the local level
- Looking at the design of outdoor spaces to promote more opportunities for walking





## QUESTIONS????





## **For further information contact:**

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