

COMMUNITY HEALTH & WELLBEING PLAN

2013–2018



Clarence...
a brighter place

THE CITY OF CLARENCE

CITY OF CLARENCE • TASMANIA



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 5th to 403rd most disadvantaged in state. 4th most advantaged LGA in the State (2011)
- Tasmanian Population Health Survey lifestyle risk factors (2013)

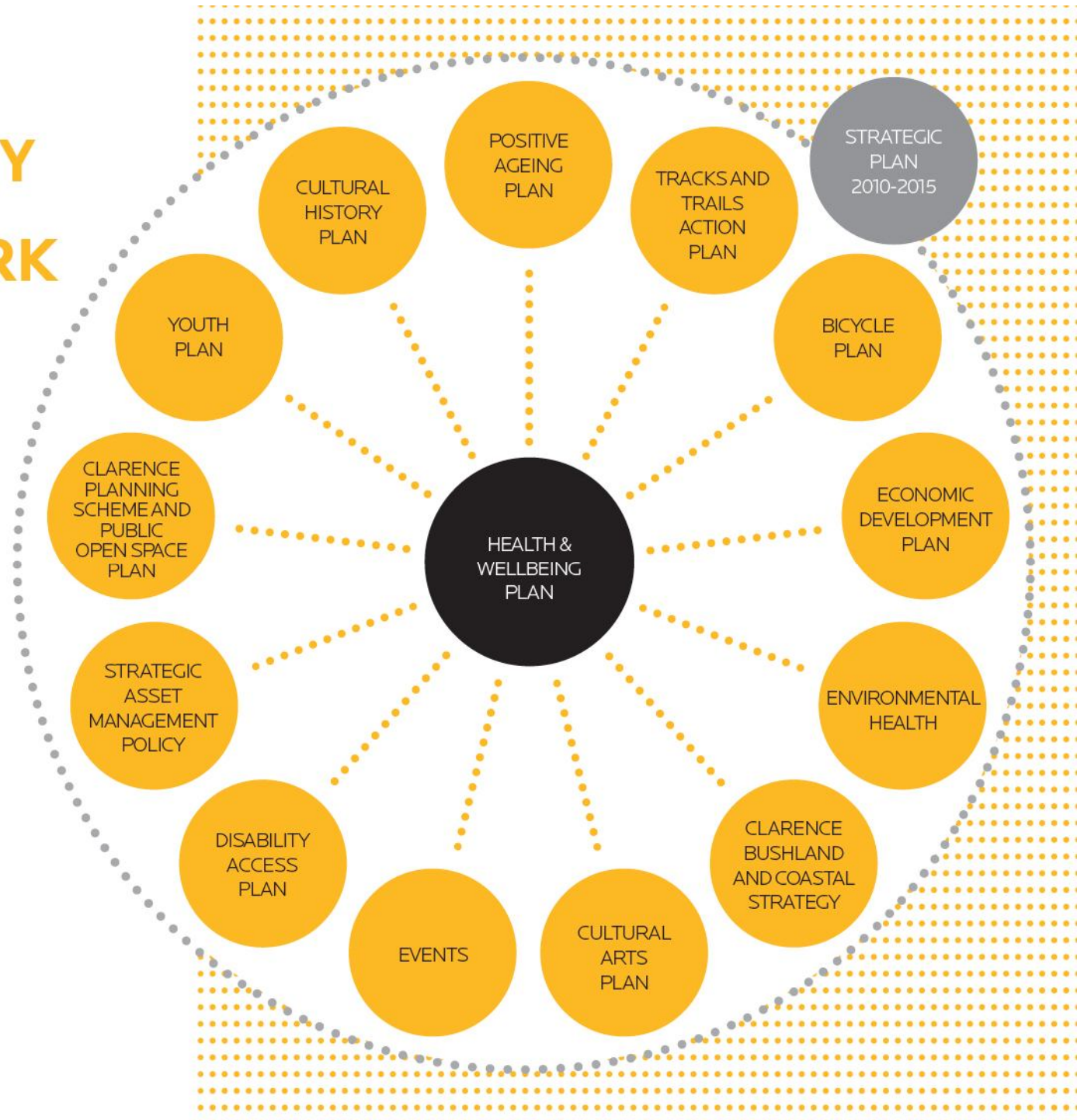
	CLARENCE	TASMANIA
Self-assess health as fair / poor	15.8%	19.0%
High or very high psychological distress	10.1%	11.4%
Risky alcohol consumption	21.5%	20.4%
Current Smokers	12.7%	15.0%
Adequate vegetable consumption	8.3%	9.8%
3 or more chronic conditions	20.4%	19.2%
Obese BMI	18.5%	23.6%

BACKGROUND

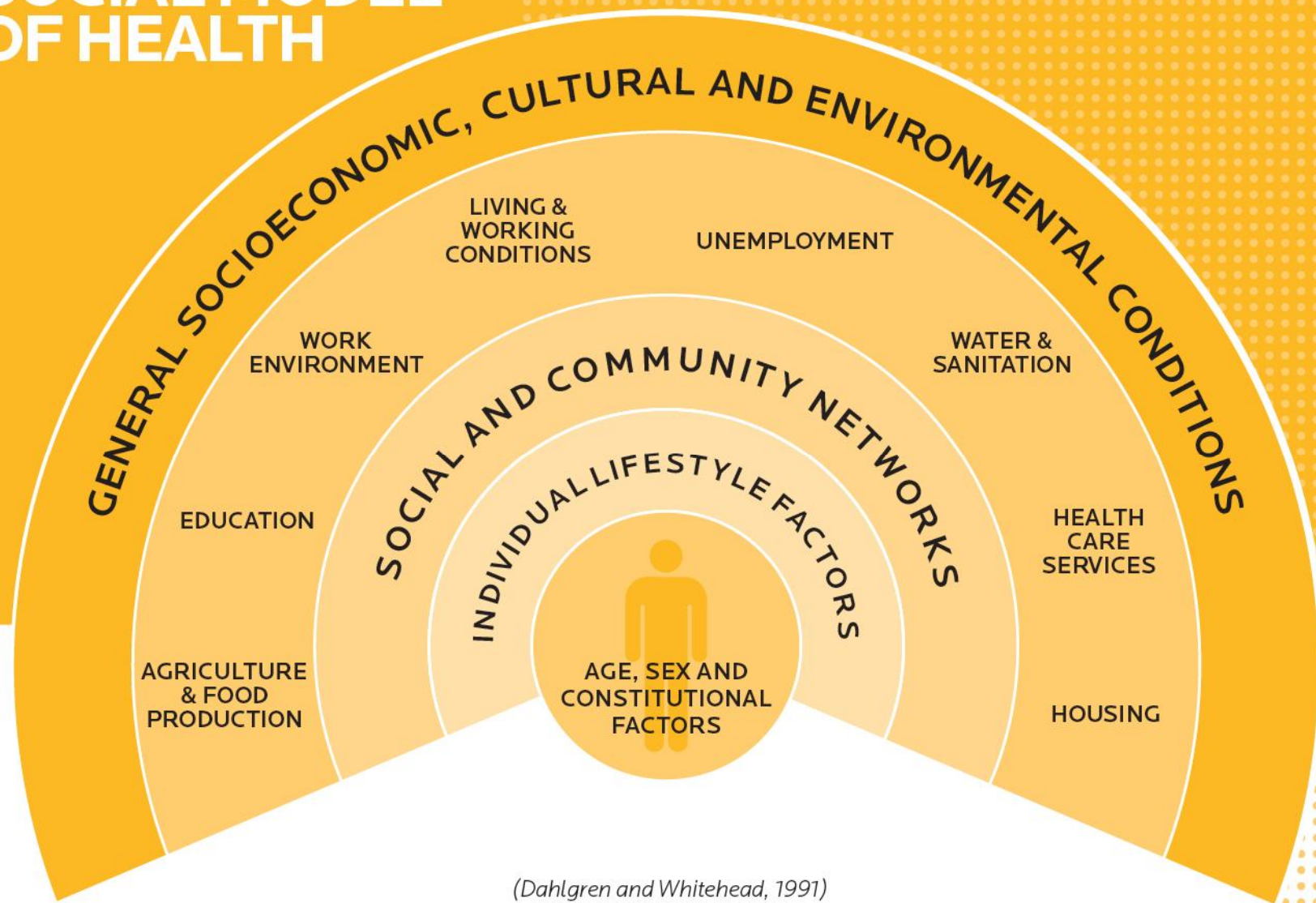
How did Council come to deciding to develop a Health and Wellbeing Plan?

- 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



SOCIAL MODEL OF HEALTH



(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

STRATEGY

ACTION

				PROMOTING HEALTH			
ACTIONS				SHORT TERM	MEDIUM TERM	LONG TERM	
COUNCIL INVOLVEMENT	RELEVANT COUNCIL OPERATIONAL AREA	MEASURING OUR SUCCESS	RESOURCE IMPLICATION				
OBJECTIVE PROMOTE EQUALITY AND REDUCE DISADVANTAGE							
STRATEGY 1 · WORK CLOSELY WITH NEIGHBOURHOOD CENTRES, CHILD AND FAMILY CENTRES AND DEPARTMENT OF HEALTH AND HUMAN SERVICES (DHHS) TO IMPROVE HEALTH AND WELLBEING							
Support the "Living Well in Clarence" Partnership	ADVOCACY PLANNING PROVIDER	• Community Services	LIVING WELL IN CLARENCE INITIATIVES SUPPORTED				
Work with other organisations to support early years strategies from pregnancy to school age (e.g. maternal and child health programs)	ADVOCACY PLANNING	• Community Services • Environmental Health	NUMBER OF STRATEGIES SUPPORTED				
STRATEGY 2 · PROMOTE ACCESS TO AFFORDABLE HEALTH CARE PROVISION							
Work with government to increase health service provision in Clarence	PLANNING ADVOCACY	• Community Development	COMMUNICATION WITH MEDICARE LOCAL				
Provide information to the community about the location of bulk-billing GPs and Allied Health Services	PROVIDER	• Community Development	INFORMATION ABOUT GPs PROVIDED				
STRATEGY 3 · IMPROVE INFRASTRUCTURE AND SERVICES ACROSS COMMUNITIES							
Work with community groups in Clarendon Vale, Risdon Vale, Rokeby and Warrane to significantly improve parks, infrastructure and services	PLANNING PROVIDER	• Asset Management • Community Development • Economic Development • Finance • Integrated Assessment • Youth Services	LEVEL OF IMPROVED INFRASTRUCTURE AND SERVICES				
STRATEGY 4 · SUPPORT WORKERS TO WORK MORE EFFECTIVELY WITH PEOPLE LIVING IN GENERATIONAL POVERTY							
Work with other organisations to facilitate "Bridges out of Poverty" training for workers in the Clarence community	PLANNING ADVOCACY	• Community Development • Youth services	TRAINING SESSIONS PROVIDED				

- Adequately resourced
- Additional resources required
- Resources reassigned
- New resources required

OVERARCHING STRATEGIES FOR THE IMPLEMENTATION OF THE PLAN

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

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

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...

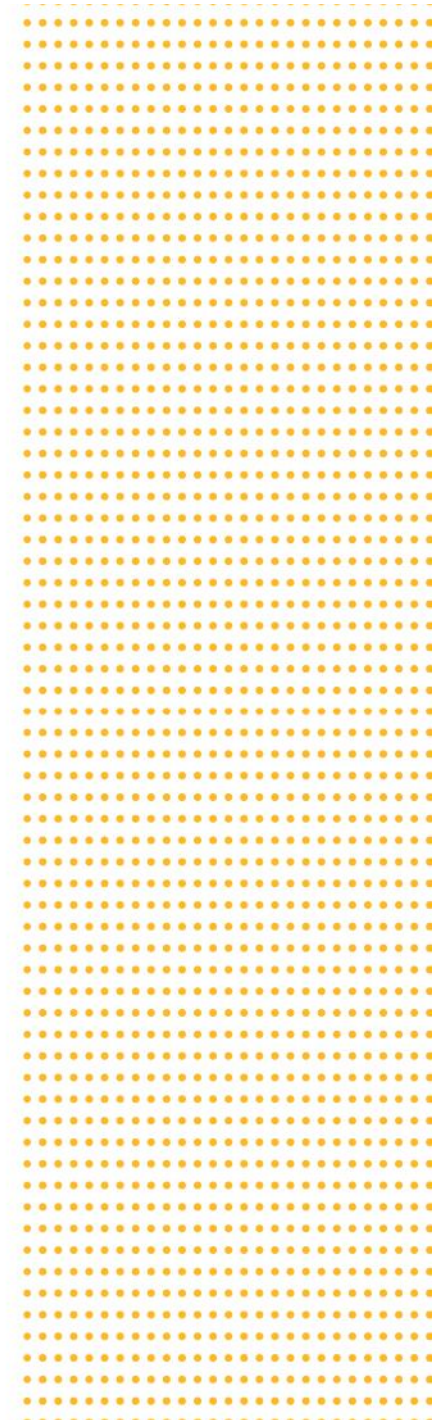


WHY IS THIS PLAN FRESH?

- 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 – its 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!