

Stay Active and Healthy



Municipal Public Health and Wellbeing Plan 2013-2017



Murrindindi
Shire Council



Our Vision

Murrindindi Shire will be vibrant and progressive through strong connected communities within a healthy and attractive environment.

Our Goal for Our Community

We will support and promote health and wellbeing, social connectedness and community involvement.

Murrindindi Shire Council Plan 2013-2017

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Celebrating where we live

We like living in Murrindindi Shire because we value its country town and rural feel, the clean air, the sense of community and the wonderful natural environment. We work in agriculture, education, health and aged care, tourism, aquaculture, forestry, retail and the public service.

Our older residents are well supported with home and community care services, residential care and health services. Our young people tend to leave the area for tertiary education or employment. But many return with young families because they value the affordable housing and simpler lifestyle for their children in Murrindindi Shire.

We have strong communities where people care, feel safe, volunteer, and help each other out – that's why the Murrindindi Shire is a great place to live.

Our challenges

Our shire covers 3889 square kilometres, nearly half of which is crown land. Our population of 13,058 people is spread thinly over large unrelated areas. Murrindindi Shire has nearly 50 distinct localities but no single major town. Our southern and western boundaries are an hour from Melbourne yet many of our regionally based services are located in centres further away than the CBD.

Public transport is limited by our isolated clusters of homes and their distance from major cities. Therefore we tend to rely on private vehicles and the help of good neighbours to get where we want to go.

Local access to cultural activities and events is limited.

Childcare needs to be more evenly distributed across the Shire.

We already have a higher percentage of people over 65 than in the state as a whole and this will continue to increase in the future.

We have lost some of our traditional industries and need to establish new sources of reliable employment.

Shire wide communication is challenging as no single newspaper covers the whole shire. We have a number of mobile phone 'black spots' and our internet service is indifferent.

This plan

We would like this plan to guide us all in creating the social, economic and built environments that make healthy lifestyle choices part of everyday life in Murrindindi Shire.

The Municipal Public Health and Wellbeing Plan reflects the insights and aspirations highlighted in the 'Vision 2030' community consultation held in 2012, as well as discussions with community advisory groups, organisations, council departments and service providers.

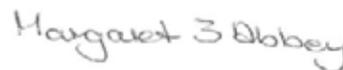
More than anything else the plan reflects partnerships between funded and non-funded agencies that will work together to improve the overall health profile of people who live in the Murrindindi Shire.

We acknowledge the contribution of all.

Our intention is to encourage our community to enjoy this beautiful region and 'Stay Active and Healthy'.

Funding the plan

The actions outlined in this plan will be delivered with the current level of staff and financial resources within Council and the other agencies.



.....
Margaret Abbey, Chief Executive Officer



.....
John Walsh, Mayor, Murrindindi Shire Council



What is 'public health?'

Public health focuses on prevention, promotion and protection rather than on treatment; on populations rather than individuals; and on the factors and behavior that cause illness and injury.

Why a Municipal Public Health and Wellbeing Plan?

The *Public Health and Wellbeing Act 2008* establishes the statutory role of councils to 'protect, improve and promote public health and wellbeing within the municipal district'.

Every council must prepare a Municipal Public Health and Wellbeing Plan within 12 months of a general election of council.

Guidelines for Municipal Public Health and Wellbeing Plans

A Municipal Public Health and Wellbeing Plan must:

- Consider local data about health status and health determinants
- Base the actions in the Plan on available evidence about how to create a community in which people can experience health and wellbeing
- Allow for involvement of people in the local community in the development, implementation and evaluation of the Plan
- Specify the partnerships that will lead to the success of the Plan

Social determinants of health

The behavioural, biological, socioeconomic and environmental factors that influence the health status of individuals or populations are:

Social gradient	Unemployment
Stress	Social support
Early life	Addiction
Social exclusion	Food
Work	Transport

Every one of the actions we take as part of this plan should contribute, in some way, to improving the outcomes for residents of Murrindindi Shire in terms of these social determinants.

How we developed our plan

We wanted this plan to reflect community aspirations so we looked to the results of the Murrindindi Community Visioning held in 2012 for our themes.

We used the ten social determinants of health to guide discussions with various groups and agencies about addressing concerns raised by our health and wellbeing data.

Discussions with these groups and agencies culminated in a workshop attended by all major partners and council departments where agreement was reached to form a partnership approach for implementation of the plan over the next four years.

The *Guide to municipal health and wellbeing planning* was followed closely in the steps we took to develop our plan.



Context – federal, state and regional

The *National Partnership Agreement on Preventative Health 2008* aims to ensure a healthy nation by increasing the proportion of children and adults who are at healthy bodyweight and who meet the national guidelines for healthy eating and physical activity, reducing the number of smokers and the harmful and hazardous consumption of alcohol, and to assure our children of a healthy start to life.

Under this agreement the Federal Government funds state government agencies to deliver a range of programs focusing on:

- the health of children, workers and communities
- industry partnerships
- social marketing
- enabling infrastructure

The *Victorian Public Health and Wellbeing Plan 2011-2015* identifies the same aspects of a healthy lifestyle as the national agreement as well as oral health, skin cancer prevention, sexual and reproductive health, mental health promotion, injury prevention, and the misuse of illicit and prescription drugs.

Priority settings for the state plan are:

- local communities and environments
- workplaces
- early childhood and education settings
- health services

Priorities identified by the *Lower Hume Integrated Health Promotion Plan 2012-2017* are:

- healthy eating
- reduction of harm arising from excessive consumption of alcohol

Agencies contributing to the success of this plan

Alexandra District Hospital
 Berry Street Victoria
 Catholic Care
 Central Ranges Local Learning and Employment Network Inc.
 Community and Neighbourhood Houses – Toolangi, Kinglake Ranges, Flowerdale, Yea
 Continuing Education and Arts Centre Alexandra (CEACA)
 CVGT Australia
 Dame Pattie Menzies Centre Inc
 Department of Health
 Family Care
 Lower Hume Primary Care Partnerships (PCP)
 Murrindindi Shire Council
 Community Services
 Corporate Services
 Customer Service and Communications
 Development and Environment Services
 Economic Development
 Infrastructure Assets
 Infrastructure Operations
 Nexus Primary Health
 Victorian Health Promotion Foundation (VicHealth)
 Yea and District Memorial Hospital

Network groups involved in development and implementation of the plan

Access and Inclusion Committee
 Early Years Network
 Murrindindi Community Services Group
 Murrindindi Youth Partnership group
 Police and Community Consultative Committee
 Positive Ageing Advisory Group



What does the data tell us about health and wellbeing issues in Murrindindi Shire?

Diet and physical activity

Nearly half of our population do not meet dietary requirements for fruit and vegetable intake.

Murrindindi Shire	49.6%
Victoria	48.2%

Less than a fifth of the population meets physical activity guidelines.

Murrindindi Shire	18.4%
State	27.4%

Dental

Dental problems are the second most common reason for preventable hospital admissions in Murrindindi.

Mental health

Suicide is the third highest cause of avoidable death in Murrindindi Shire.

Overweight and obesity

More than half of the population is overweight or obese, (particularly women) contributing to a high level of diabetes and associated complications, and chronic obstructive pulmonary disease.

Murrindindi Shire	56.9%
State	48.6%

Obesity has overtaken smoking as the single greatest risk factor for disease and injury according to National Health and Medical Research Council.

Early childhood

28.4% of our children in their first year of school are behind in one or more important aspects of their development and 18% are vulnerable in two or more.



Communication

Mobile phone and television reception black spots exist throughout the shire, especially in remote locations where good communication services are essential.

While we have well established local newspapers in Yea and Alexandra there are **many newsletters** servicing the shire making it difficult to provide information which will reach everyone in a single printed format.

Internet access at home

Murrindindi Shire	82.6%
State (most favourable)	96.1%

Use of social media to network with friends and family

Murrindindi Shire	28.1%
State (most favourable)	47.1%

Ageing population

The percentage of those **aged over 65** will increase more than the anticipated Victorian increase.

Murrindindi Shire	18.6% in 2010 to 23.6% in 2021
State	13.7% in 2010 to 20.2% in 2021

Alcohol

Murrindindi Shire has a **higher percentage of residents at risk of short term harm from alcohol** consumption.

Murrindindi Shire	13.9%
State	10.2%



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Theme 1: STRONG AND CONNECTED COMMUNITIES

'Good social circumstances improve health throughout life; social exclusion creates misery and costs lives. Friendship, good social relations and strong supportive networks improve health at home, at work and in the community. The effects of early development last a lifetime; a good start in life means supporting families and young children.'

Social determinants of health: the solid facts.

To ensure our community is better informed we will ...

Improve access to information

- Develop a Council policy for use of social media
- Ensure Council communications are inclusive and accessible
- Promote the 'Get Involved' campaign, advertising Council's centralised telephone number to improve access to information
- Update and maintain a directory of community groups and service providers and ensure this contains affordable local recreational activities
- Support Neighbourhood Houses and Adult Community Education (ACE) providers to seek funding for computer literacy courses targeted at older people
- Develop an 'Early Years Welcome Kit' for families new to Murrindindi Shire
- Complete a social media and communications strategy for all early years' services in Murrindindi
- Maintain libraries as key access points for information in a variety of media

Ensure delivery of council information in easy English and a variety of media

- Train council staff around communication accessibility
- Provide training in easy English to staff members responsible for developing forms and brochures
- Make training opportunities available to other local services and organisations through our networks
- Work towards obtaining the Communication Access Symbol accreditation



To promote volunteering and strengthen community groups we will . . .

Acknowledge the work of volunteers and their valuable contribution to the municipal 'bottom line'

Celebrate Volunteers' Week and other activities that highlight and recognise the contribution of volunteers

Partner with community groups to provide a 'one stop volunteer resource' centre

Build 'bridges of support' for adult education providers in recognition of their valuable contribution to health and wellbeing in Murrindindi Shire

Hold conversations regularly with the local neighbourhood and community houses network to share information and resources

Assist these organisations to source funding and support applications for health and well being projects

To encourage community and individual participation we will ...

Assist young people to join in community life

Support youth leadership, citizenship and participation initiatives

Promote events and organised activities that provide opportunities for healthy participation

Develop art and culture programs in collaboration with libraries and other agencies within the Shire

Promote events and activities through provider networks and advisory groups such as Positive Ageing, Access and Inclusion, Children's Services Network

Promote community grants scheme and streamline the application process

Celebrate and support diversity both within Council and the wider community

Ensure all Council's strategies and actions underpin the notion of inclusion, particularly for the ageing and people with disabilities

Promote Council's social support initiatives to allow and encourage innovative service delivery to meet the needs of people with a disability



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Theme 2: CELEBRATING PLACE AND SPACE

'Getting out into the fresh air and being physically active is good for bodies and minds. Healthy transport means reducing driving and encouraging more walking and cycling.'

Social determinants of health: the solid facts.

To encourage people to take part in physical activities we will . . .

Make parks, reserves and facilities places all people want to use and enjoy

- Encourage the highest quality urban design to create open spaces with good surveillance, safe pedestrian access, walking paths, trees for shade and accessible public amenities
- Include the principles of universal access in the design of parks, reserves and facilities
- Seek funding to upgrade the Murrindindi Shire Recreation Reserves and Play Strategy
- Commence upgrade of the Murrindindi Shire Recreation Reserves and Play Strategy if funding is obtained
- Encourage and support partnerships with community groups to improve facilities at parks and reserves
- Encourage and build capacity of local Landcare groups
- Incorporate the 'Stay Active and Healthy' message in council branding on new signage for parks and active recreation areas

Promote locations where people can be active

- Run programs with a physical activity focus
- Encourage community use of walking trails in the Shire
- Encourage the use of existing infrastructure and celebration events to promote physical activity



To help people get around we will . . .

<p>Improve access to and around main townships and business centres</p>	<p>Review the linkages between our network of tracks, trails and pathways to each other and to major destinations within each town in the context of urban planning</p> <p>Continue to improve footpath linkages between existing pathways through the 'Missing Links' program</p> <p>Install informative signage on the Great Victorian Rail Trail as appropriate</p>
<p>Plan for the needs of cyclists in the Shire</p>	<p>Advocate for funding to support the infrastructure and maintenance costs of new and existing trails</p> <p>Refer to Bicycle Victoria's 'Planning Checklist for Cycling' to review and improve street connections to shops, sports centre, parks and schools</p> <p>Attend the meetings of organised cycling associations</p> <p>Install bike racks in identified locations</p>
<p>Support a range of sustainable transport options which are accessible, safe and affordable for residents of the Shire</p>	<p>Advocate for and participate in programs developed by the Department of Infrastructure and Transport, VicRoads and private transport operators</p> <p>Support community building initiatives that encourage local transport and well-being co-operatives</p>

To make sure people of all abilities can participate in community life, we will ...

<p>Ensure visual signage is clear and understandable by people with limited literacy and non English speakers</p>	<p>Use a variety of mediums in signage where appropriate to reflect community needs</p>
<p>Address concerns that impact on people's ability to participate in community life</p>	<p>Conduct an audit of access to community buildings and facilities</p> <p>Plan infrastructure to cater for all abilities</p> <p>Work with tourism operators and traders to address access issues to local shops and services</p>

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Theme 3: SUSTAINABLE ECONOMIC GROWTH

'Job security increases health, wellbeing and job satisfaction; stress in the workplace increases the risk of disease. A good education is critical.'

Social determinants of health: the solid facts.

To support participation in employment, we will . . .

Support and encourage place-based initiatives that will provide direct economic benefit to towns and communities

Build on partnerships with local business to explore potential for facilitation of business development forums, opportunities for mentoring and social enterprises
Advocate for and support flexible delivery of child care services
Work with Central Ranges Local Learning and Employment Network (CRLLEN) to improve local workforce development opportunities
Support youth mentoring programs in secondary schools
Provide a lifeguard cadetship through state government funded Young Professional Provincial Cadetship Program
Offer work experience opportunities to local young people

To support and promote life-long learning opportunities, we will . . .

Support development of local delivery of post secondary education and training opportunities

Support Murrindindi Training Institute, CEACA and other Community/ Neighbourhood Houses to provide education and training that meets local vocational needs

Build capacity of families and early years service providers to aim for the best outcomes for children

Support the implementation of Parents Early Education Partnership (PEEP) programs to assist families and children to maximise early learning opportunities
Provide training opportunities to early years service providers to develop core health promotion skills

To support the development of a strong and resilient local economy, we will . . .

Improve community capacity to respond to the impact of climate change

Promote design in future development which achieves energy and water efficient outcomes
Participate in regional projects led by Goulburn Broken Greenhouse Alliance that assist industry to adapt to climate change

Seek equitable access to communications technology

Advocate for improved mobile phone coverage
Advocate for fast, reliable and affordable internet services

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Theme 4: KEEPING PEOPLE WELL

'Stress harms health. Individuals turn to alcohol, drugs and tobacco and suffer from their use when their life circumstances are poor. Healthy food intake and regular physical activity is vital for minimising preventable diseases such as diabetes, chronic heart conditions and some cancers.'

Social determinants of health: the solid facts.

To ensure a clean and safe community, we will . . .

<p>Fulfil our statutory requirements ... and more</p>	<p>Maintain a strong customer focus in the delivery of statutory functions (emergency management, disaster planning, immunisation, food safety, waste disposal, water quality, tobacco control, alcohol control, local laws, accommodation venues)</p>
<p>Communicate safety messages</p>	<p>Highlight specific safety messages relevant to seasons and weather conditions in council and other publications</p>
<p>Identify and manage emerging environmental health issues</p>	<p>Investigate and plan strategically for improvement in domestic waste water management</p> <p>Improve the energy efficiency of our operations and reduce greenhouse gas emissions generated through our activities</p> <p>Develop a Waste Management Strategy as a long-term plan to reduce the amount of waste generated in the municipality</p> <p>Initiate community waste education initiatives</p>
<p>Increase capacity and capability to deal with emergencies</p>	<p>Work with other emergency service and recovery agencies to promote self-sustaining community resilience committees in fire and flood-prone communities</p>





Theme 4 continued

To encourage healthy lifestyle choices, we will . . .

Provide immunisation services and programs for children and targeted adults

Ensure a coordinated approach to immunisation and associated programs
 Incorporate immunisation information and schedules into the home visit for new mothers program

Work with sector partners to ensure quality counselling services and support programs are accessible to individuals and families

Play an active role in the Hume Region 'Prevention of Violence Against Women and Children' group and in implementation of the action plan developed by this group
 Support agencies in the municipality to develop initiatives for specific groups to reduce their reliance on emergency relief and crisis support
 Advocate for improved access to a range of counselling services
 Scope the need for more flexible respite services for the carers of frail aged people and those with a disability

Promote healthy eating and physical activity for all ages

Run 'Active and Healthy Murrindindi Shire' events
 Assist early years services throughout the shire to implement the 'Victorian Prevention and Health Promotion Achievement' Program
 Partner with other agencies to support the implementation of Lower Hume Primary Care Partnership 'Healthy Eating Plan'
 Conduct 'Ages and Stages' checks with a key focus on physical activity and healthy eating

Promote dental care to children and their families

Support the implementation of 'Smiles 4 Miles' in all early years settings and services in Murrindindi Shire
 Provide oral health checks and information at relevant 'Ages and Stages' checks
 Promote access to drinking water through the installation of drinking water fountains, which are accessible to all, in selected public locations
 Undertake a feasibility study into the introduction of fluoridisation into town water



Theme 4 continued

To encourage healthy lifestyle choices, we will . . .

Implement strategies for reducing short term harm from consumption of alcohol

Publicise the new local laws which limit consumption of alcohol in public places and designate alcohol-free zones

Partner with member agencies to support the implementation of the Lower Hume Primary Care Partnerships 'Alcohol Related Violence and Harm' plan

Continue to support the 'Whenever you're likely to drink' (WYLD) Program

Facilitate purchase of local produce

Encourage farmers markets and farm gate sales of local produce

To make sure we all work together, we will . . .

Strengthen partnerships between service providers to meet the demonstrated health needs of our communities

Commit to reporting on our Municipal Public Health and Wellbeing Plan

Promote training opportunities within networks

Continue to support recovery and resilience within fire affected communities

Promote the benefits of joining networks to general practitioners

Maintain participation in active networks that support our Municipal Public Health and Wellbeing Plan

Improve service coordination between local government and other providers

Collaborate and co-operate with adjoining councils and other agencies to ensure co-ordinated and sustainable delivery of health, waste management and other community services

Acronyms

ACE	Adult Community Education
ACT	Advancing Country Towns
BEC	Business Enterprise Centre
CBD	Central Business District (of Melbourne)
CEACA	Continuing Education & Arts Centre Alexandra
CRLLEN	Central Ranges Local Learning and Employment Network
DEECD	Department of Education and Early Childhood Development
DHS	Department of Human Services
DoH	Department of Health
GP	General Practitioner
LHPCP	Lower Hume Primary Care Partnership
MECC	Municipal Emergency Control Centre
MERO	Municipal Emergency Recovery Officer
MPHWP	Municipal Public Health and Wellbeing Plan
MTI	Murrindindi Training Institute
PPCC	Police and Community Consultative Committee
PCP	Primary Care Partnership
PEEP	Parents Early Education Partnership
SBMS	Small Business Mentoring Service
WYLD	Whenever You're Likely To Drink
WHRCS	Western Hume Regional Communication Service

If you would like a LARGE PRINT version of this plan or a copy of the Implementation Plan please contact us on 5772 0333 or email msc@murrindindi.vic.gov.au

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