

## North Richmond Community Health (NRCH) - Annual Integrated Health Promotion Action Plan (2020-2021)

### Context

North Richmond Community Health Integrated Health Promotion Plan for 2020-2021 considers the significant impact by COVID 19, in particular the restrictions imposed in the ability to deliver face to face services, including groups. NRCH has been extensively involved in providing COVID 19 local service response which has presented significant opportunities for connection and engagement with the community of Richmond, Burnley and Cremorne and in particular consumers and residents of the Richmond Housing Estate co-located on the grounds of NRCH. The engagement and consultation has resulted in many community reference groups, forums, planning sessions and conversations about the needs of community members living in a COVID state and recovery phase along with identified health and well-being needs of the community more broadly.

### Specific priorities

The two priority areas identified in the NRCH IHP Plan (2017-2021) are 1) Improving mental health and wellbeing and 2) Improving reproductive and sexual health. Due to the disruption of COVID 19 the focus for 2020-2021 will have a strong emphasis on mental health and well-being as a key issue for community in dealing with and recovering from the COVID 19 impacts, particularly the burden of many social determinants of health as listed below. NRCH will focus on a number of key priority areas as bolded in italics as part of the IHP, these all bare a strong relationship to a person's total health and wellbeing and mental health status. Other determinants will be addressed and have focus in other programs and initiatives.

- Income level
- **Educational opportunities**
- **Occupation, employment status, and workplace safety**
- Gender inequity
- Racial segregation
- **Food insecurity and inaccessibility of nutritious food choices**
- Access to housing and utility services
- Early childhood experiences and development
- **Social support and community inclusivity**
- Crime rates and exposure to violent behavior
- Availability of transportation
- Neighborhood conditions and physical environment
- Access to safe drinking water, clean air, and toxin-free environments
- **Recreational and leisure opportunities**


In the priority area of **improving mental health and wellbeing**, the program goals are:


1. **Provide Recreational and leisure opportunities**
2. **Partner with other agencies to delivery and support improve Food security and accessibility of nutritious food choices**
3. **To increase awareness and access pathways to service providers of mental health and build on community empowerment and resilience- Educational opportunities**
4. **To increase opportunities for social support and community inclusion for the NRCH community.**
5. **To increase opportunities for *Occupation and employment status in a safe workplace***

In the priority area of improving reproductive and sexual health, the program goal is:

6. **Implement a Blood Borne Virus (BBV) health promotion and communications campaign (including Hep C and HIV) in partnership with key stakeholders, including MHSS.**



Priority Area	Improving Mental Health and Wellbeing					
Goal 1	Provide <i>Recreational and leisure opportunities</i>					
Strategy	Actions	Lead and Partners	Timeline	Outputs	Outcomes	Progress
<p><b>Provide recreational and leisure activity and programs in response to identified community needs.</b></p> <p><b>Establish additional physical activities groups for local community in response</b></p> <p><b>Increase awareness of existing recreational and leisure activities for community</b></p>	<p>Confirm needs and preferences for recreational activities.</p> <p>Establish 5 First Try activity groups for local community to experience different forms of group activities for example:</p> <ul style="list-style-type: none"> <li>• Yoga</li> <li>• Thai Chi</li> <li>• Zumba</li> <li>• Pilates</li> <li>• Aerobics</li> </ul> <p>Explore existing service options and promote via Info Exchange and other platforms effective for increasing awareness and choices</p>	<p><b>NRCH staff:</b> Health Promotion team.</p> <p><b>Partners:</b></p> <ul style="list-style-type: none"> <li>• Community Members with fitness qualifications and Experience</li> <li>• External Physical Activity Instructors</li> <li>• Info exchange</li> <li>• BAHN</li> <li>• Yarra Recreation Centres</li> <li>• COY</li> </ul>	<p>Commence November 2020 for First Try Groups</p> <p>Establish regular (weekly) exercise groups for community from January 2021 based on preferences.</p>	<p>5 new First Try activities over 3-4 weeks to provide opportunities for community to try new type of activity</p> <p>Provide access to regular physical activity group for those identified as most popular and sought by the participants of First Try and community consultation.</p> <p>Provision of Social Interactions</p> <p><b>COVID CONTEXT (NB: Applicable to all outputs):</b></p> <p><i>May require limited group numbers.</i></p> <p><i>Outdoor Groups/Classes</i></p> <p><i>Physical Distancing</i></p> <p><i>Alignment to NRCH COVID Safe Plan</i></p>	<p>Number of participants trying new activities as First Try</p> <p>Number of participants in weekly classes</p> <p>Meeting Community Needs. Feedback from physical activities offered and consumer satisfaction levels.</p> <p>Number of referrals to existing services</p>	 <p>north richmond community health</p> <p>Wulempuri - Kertheba</p>
<p><b>Coordinate age appropriate youth activities, leisure and recreation.</b></p>	<p>Engage Youth and Youth Groups to design activities.</p> <p>Use Health Concierge model to engage and employ a young person from community to coordinate, monitor and evaluate 3 youth exercise activities</p> <p>Re-instate Homework Club for social inclusion and focus on education requirements,</p>	<p><b>NRCH staff:</b> Health Promotion team.</p> <p>Department of Health- Public Housing. Use of Youth Hub at 110 Elizabeth Street.</p> <p>Young Persons from Community</p> <p>Homework Club Coordinators and Volunteers</p>	<p>November 2020 engagement</p> <p>Commencement of Activities in December.</p> <p>Commence pre- term 1 in January 2021</p>	<p>Connection and referral to existing activities and leisure activities</p> <p>Utilise the new Youth Hub to generate consultation with youth and establishment of activity in response to need identified.</p>	<p>Number of contacts and consultations with young people and groups (Target 2 groups and 25 individuals).</p> <p>Number of participants in youth specific programs (Target 80)</p> <p>No. of referrals to other community and social services (Target 10)</p>	

	including leisure and physical activity integration.				Total number of participants in Homework Program. Number of physical activities provided.	
<b>Consider Culturally appropriate options for physical activity as identified for diverse and minority populations.</b>	Engage with cultural and community leaders to delivery culturally appropriate options for exercise.  Use Health Concierge model to engage community member from CALD backgrounds as identified to coordinate, monitor an evaluate 3 exercise groups  Reinstate Zumba group or equivalent as matched to community for Muslim women at NRCH	<b>NRCH staff:</b> Health Promotion team.  Community Leaders  Community members from CALD backgrounds.  Instructors	January 2021	Engagement of community members in employment as Health Promotion Concierge (HPC) to coordinate exercise activity groups for 3 defined CALD communities as needs are identified.	3 community members engaged as HPC.  Minimum 3 Groups active  No. of participants    No. participants attending Zumba for Muslim Women	
<b>Establish recreation, leisure and physical activity options for Aboriginal community and consumers</b>	<b>Conduct engagement with First Nations community and consumers to understand needs for the development of culturally safe and appropriate physical activity options.</b>  This will explore the need for spiritual, dance and connection to land and country activities.	<b>NRCH staff:</b> Health Promotion team. Aboriginal Health Worker  VACHO and other Aboriginal Controlled Organisations	February 2021	Employment of Aboriginal Health Work to be part of HP team.  Space for consultation (Yarn) for aboriginal community to identify  Activities initiated	Events of engagement documented, including number of participants and preferences  Groups and/or activity initiated No. of participants (Target 50 participants)	 north richmond community health Wulempuri - Kertheba
<b>Goal 2</b>	<b>Partner with other agencies to delivery and support improve Food security and accessibility of nutritious food choices</b>					
<b>Strategy</b>	<b>Actions</b>	<b>Lead and Partners</b>	<b>Timeline</b>	<b>Outputs</b>	<b>Outcomes</b>	<b>Progress</b>
<b>Identifying at risk community members who are facing food insecurity and inaccessibility to nutritious food choices</b>	Establish referral procedure for all staff at NRCH who assess clients at risk of food insecurity.  Continue to support and be involved in Food Security Program distribution	NRCH: All staff  Health Promotion Coordinator  Belgium Avenue Neighbourhood House Cultivating communities Richmond Churches Food Centre COY Food Bank	July 2020	Food Relief weekly sessions  Health Concierge to participate in sessions.	Referral pathways established and used by all clinical staff at NRCH when client need identified.  No. of clients referred to Food Security Program.	Referral Process Established.  Commenced and ongoing

<p><b>Partner with Belgium Avenue Neighborhood House, Cultivating Communities in delivering food security program.</b></p>	<p>Joint Application Community Food Relief Fund.</p> <p>Develop plan for additional Community Gardens for access to growing fresh and culturally specific produce within NRCH or RHE.</p> <p>Explore options for healthy cooking classes using the locally grown produce.</p>	<p>Belgium Avenue Neighbourhood House</p> <p>Moving Feast</p> <p>Richmond Churches Food Services</p> <p>Cultivating Communities</p> <p>Dieticians</p>	<p>Submission October 2020</p> <p>Community Garden Plan- December 2020</p>	<p>Submit application</p> <p>Plan for additional Community Garden Space completed</p> <p>Community Garden space created and operational</p>	<p>No. of new community gardens</p> <p>No. of community members accessing community gardens</p> <p>No. of crops produced. (20 targeted but variable depending on site of garden)</p>	<p>Application Completed</p> <p>Outcome pending:</p>
<p><b>Partner with Orange Sky on weekly visit for Laundry and Shower Services to deliver as identified food security Program</b></p> <p><b>Engagement with at risk or homeless persons or those living rough</b></p>	<p>Provide Food Security Information to client's access Orange Sky services on site at NRCH each Thursday 11-1</p> <p>Explore options for meal provision and distribution of other food security programs</p> <p>Investigate other health and wellbeing needs of clients using Orange Sky and provide information and referral pathways to services.</p> <p>Use this community engagement opportunity for health promotion activities and celebration of identified and recognised days, such as World Aids Day.</p>	<p>Orange Sky</p> <p>NRCH: Health Promotion Staff, Counselling and Casework</p>	<p>November 2020</p>	<p>Weekly HP initiative with Orange Sky service on site at NRCH directed at clients living rough and or at risk of homelessness or homeless.</p>	<p>No of clients provides food security program via Orange Sky services. (Initial targets 20)</p> <p>No. of clients accessing other services (Target 10).</p> <p>No. of clients accessing and provision of health promotion information.</p>	<p>Orange Sky re-commencing services on 5<sup>th</sup> November 2020</p>



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<b>Priority Area</b>	<b>Mental Health and Wellbeing</b>					
<b>Goal 3</b>	<b>To increase awareness and access pathways to service providers of mental health and build on community empowerment and resilience- <i>Educational opportunities</i></b>					
<b>Strategy</b>	<b>Actions</b>	<b>Lead and Partners</b>	<b>Timeline</b>	<b>Outputs</b>	<b>Outcomes</b>	<b>Progress</b>

<p>Build empowerment and resilience in community by providing strength-based strategies for mental health and wellbeing.</p> <p>Conduct a series of mental health first aid training and education for community</p>	<p>Provide instructors for Mental Health First Aid for community members.</p> <p>Support understanding of pathways for mental health supports for community members including opportunities for additional education and capacity building for community members</p> <p>Development of mental health champions model to support access to services for diverse and minority groups that are culturally safe and accessible</p>	<p><b>NRCH Staff:</b> Health Promotion team,</p> <p><b>External Educator- Mental Health First Aid Australia</b></p> <p><b>Education Support partner- Carringbush Corp</b></p>	<p>TBA</p>	<p>Conduct 12 sessions for 20-21</p> <p>Provide Mental Health First Aid to community members to build mental health champions and community capacity building. These sessions can be provided with Bespoke design to include online and face to face options.</p> <p>Mental Health First Aid Australia have established specialised programs for Aboriginal persons, older persons and youth. They will also support</p> <p>Communication Strategy to raise awareness of mental health services and access points.</p>		
<p>Provide a series of health and wellbeing sessions (Self Care) for consumers and community</p>	<p>Provide direct sessions from Counselling and Social Work Staff on tools and techniques for self-care.</p> <p>These can be conducted virtually as needed for COVID Safe plans.</p>	<p><b>NRCH Staff:</b> Health Promotion team, Counselling and Casework</p>	<p>Monthly Sessions from November 2020</p>	<p>Delivery of sessions</p> <p>Aim to have 100 participants over the year.</p> <p>Employment of Counselling and Case Worker to coordinate self-care sessions.</p>	<p>Delivery of 100 self-care sessions</p> <p>No. of participants per session and year</p>	<p>north richmond community health Wulempuri - Kertheba</p>
<p>Collaborate with key stakeholders to implement effective awareness raising campaigns</p>	<p>Plan and implement awareness raising campaigns including holding whole of organisation Event Days at NRCH and local catchment area.</p>	<p><b>NRCH staff:</b> Health Promotion team, Counselling and Casework team, Events Coordinator GP Clinic, CEH, MHSS</p> <p><b>Partners:</b></p> <ul style="list-style-type: none"> <li>• WHIN</li> <li>• BANH</li> <li>• CoHealth</li> </ul>	<p>V-Day (Violence against Women and Girls) Friday 14 February 2021</p> <p>Men's Health Week Celebration Monday 15<sup>th</sup> May to 20<sup>th</sup> May 2021</p> <p>Cultural Diversity Week Monday 23 March to Friday 28<sup>th</sup> March 2021</p>	<p>Implement campaigns for the 3 event days listed adjacent to raise awareness and promote action on a range of health issues to build awareness, capacity and education to allow for informed choice and self-management.</p> <p>Communications plans.</p>	<p>Campaigns implemented and events conducted, including evaluation with key stakeholders and the community on effectiveness.</p> <p>No. of participants</p>	
<p>Provide Service Information for local community about programs and services at NRCH and highlight health</p>	<p>Review Website to ensure user friendly</p> <p>Explore social media platforms</p>	<p><b>NRCH Staff:</b> Health Promotion Team, Health Concierge Team Digital Marketing and Comms Team</p>	<p>July 2020</p>	<p>Dental Week, Promotion of Oral Health Services including provision of toothcare kits.</p> <p>Update of Program information on website, use of social media,</p>	<p>Service access indicators</p> <p>Web and social media hits</p>	<p>Commenced</p>

promotion campaigns, access to services and care pathways	Utilise Health Concierge program related to HRAR to conduct health promotion activities and provision of health information. Service Integration opportunities for NRCH to identify shared health promotion in activities and events	Consumers- Community Advisory Committee- CEH		brochure refinement including QR reading options.  Development and continuation of telehealth options for service delivery		
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Priority Area	Mental Health and Wellbeing					
Goal	To increase opportunities for <i>social support and community inclusion</i> for the NRCH community.					
Strategy	Actions	Lead and Partners	Timeline	Outputs	Outcomes	Progress
Conduct Social Inclusion Program with use of Volunteers for identified isolated community members	<p>Develop Social Inclusion Program</p> <p>Develop, implement and coordinate social inclusion programs in collaboration with key stakeholders, including referral process</p> <p>Recruit and train volunteers</p>	<b>NRCH Staff:</b> Health Promotion team, Counselling and Casework team, Volunteers	July 2020 ongoing	<p>Walking companions</p> <p>Phone and social media companions</p> <p>Shopping companions</p> <p>Transport and support companions to provide access to groups</p> <p>Other identified companion needs</p>	<p>No. of clients involved in SIP (40)</p> <p>No. Volunteers (8 volunteers)</p>	<p>community health</p> <p>Wulempuri - Kertheba</p>
Develop and strengthen partnerships to provide healthy aging programs within the community	<p>Identify and meet with partners to establish inclusive programs (including programs and services for LGBTIQ, disability, CALD, ATSI).</p> <p>Implementing and evaluating current programs for healthy aging within the community including healthy eating program, seniors' group, and volunteer support program.</p> <p>Conduct Chair Thai Chi for older clients</p>	<p><b>NRCH Staff:</b> Health Promotion team, Counselling and Casework team</p> <p><b>Partners:</b></p> <ul style="list-style-type: none"> <li>• City of Yarra</li> <li>• Lendlease</li> <li>• BANH</li> <li>• Richmond Leisure Centre</li> </ul>	January 2021	<p>Develop and strengthen partnerships with key stakeholders</p> <p>Scoping of current programs</p>	<p>Implement programs that support healthy aging</p> <p>Develop evaluation plan</p> <p>No of participants targeted 25.</p>	

Priority Area	Mental Health and Wellbeing					
Goal	To increase opportunities for <i>Occupation and employment status in a safe workplace</i>					
Strategy	Actions	Lead and Partners	Timeline	Outputs	Outcomes	Progress
Expand on the Health Concierge Program and model to employ local community members as Health Promotion Concierge (HPC) Team Members to support community engagement, consumer empowerment and implementation of Health Promotion Plans for NRCH	<p>Establishment of part time and casual roles for HPC</p> <p>Employment of Health Promotion Concierge</p> <p>Increase volunteer pool and opportunities to improve experience and pathways to employment</p> <p>Provide work experience options</p>	<p>NRCH: Health Promotion Team, Human Resources</p> <p>Partners LLEN Carringbush BANH</p>	January 2021	Employment pathways and opportunities established	<p>No. of roles (Target 5)</p> <p>No. of Volunteers increased (8 targeted)</p> <p>Work Experience positions (Target 3)</p>	
Employment of Aboriginal Health Worker for Health Promotion and Prevention that is culturally appropriate for ATSI clients, empowering clients to make informed choices	<p>Develop Position Description for AHW</p> <p>Recruit and Appoint AHW</p>	NRCH: Executive	November 2020	<p>Position Description</p> <p>Appointment of worker</p>	<p>PD Completed</p> <p>Advertisement Drafted and ready for recruitment campaign early Nov 2020</p>	<p>Wulempuri - Kertheba</p>
Increase Volunteering opportunities for community members, including youth as a pathway to building community capability and opportunities for experience and exploring career pathways.	<p>Establish Volunteer engagement strategy to support HP activities across NRCH</p> <p>Engage volunteers into Social Inclusion Program</p>	<p>People and Culture Program.</p> <p>Volunteers</p> <p>Counselling and Casework</p> <p>Carringbush LLEN</p>	June 2021	Volunteer roles for young people, providing experience.	No of youth volunteers engaged (Target 5)	

Priority Area	Promoting Reproductive and Sexual Health					
Goal	Implement a Blood Borne Virus (BBV) health promotion and communications campaign (including Hep C and HIV) in partnership with key stakeholders, including MHSS.					
Strategy	Actions	Lead and Partners	Timeline	Outputs	Outcomes	Progress

Provide awareness and information to community on BBV	<p>Hold a NRCH Event on World Aids Day</p> <p>Hold NRCH event on World Hepatitis Day - World Health Organisation</p> <p>Hold NRCH event on International Day against Homophobia, Transphobia and Biphobia.</p>	<p><b>NRCH staff:</b> Health Promotion team, CEH, MHSS, Nursing and Medical staff, MSIR</p> <p><b>Partners:</b></p> <ul style="list-style-type: none"> <li>• Primary Health Network (PHN)</li> <li>• TBC</li> </ul>	<p>Tuesday December 1 2020 World Aids Day</p> <p>World Hepatitis Day Tuesday 28 May</p> <p>Sunday 17 May International Day Against Homophobia, Transphobia and Biphobia 2021 (IDAHOBIT)</p>	<p>Conduct NRCH event day to recognise including development of resources for awareness raising campaign</p> <p>Focus group evaluation with peers</p>	<p>Event participants</p> <p>No of materials produced and provided.</p>	
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### NRCH Re-Structure

NRCH has undertaken a significant restructure across the Executive and Health Promotion Programs. The significant changes relevant to the IHP

Title change of General Manager to Executive Manager of Community Services and Consumer Empowerment

Appointment of a Full Time Health Promotion Coordinator (Nov 2020)

Appointment of .8-1 Aboriginal Health Worker (Nov 2020)

Employment of Health Promotion Concierge staff who will be residents of the local community who will provide a lived experience and both culturally appropriate and community engagement roles for Health Promotion Concierge (PC) supporting roles including providing:

- Supporting community self-determination of health and well being priorities,
- Supporting co-designing of IHP activities
- Supporting communicating and messaging of health promotion initiatives in appropriate language and style
- Supporting development of materials for promotion

The newly structured Health Promotion will be part of broader program area of Community Engagement and Inclusion with a senior program manager appointed to lead.

