

Community Health - Health Promotion Annual Action Plan 2022-2023



north richmond
community health

Wulempuri - Kertheba

Introduction

The NRCH Health Promotion program sits within the Healthy Communities portfolio, which reports directly to the Executive Manager Community Services and Consumer Empowerment.

The Health Promotion team is comprised of four staff, three of whom live in the City of Yarra and represent the communities we work closely with:

- Manager Healthy Communities (1 EFT) – Chantelle Bazerghi
- Health Promotion Coordinator (1 EFT) – Ismail Elrifae
- Health Promotion Concierge/Officer (0.4 EFT) – Lan Nguyen
- Health Promotion Concierge/Officer (0.2 EFT) – Maryan Mohamed

In 2022-2023, our Community Health Health Promotion (CHHP) focus areas will be:

- 1. Mental Health and Wellbeing**
- 2. Physical Wellbeing (Healthy Eating and Active Living, Reducing Tobacco Related Harm)**
- 3. Reconciliation**

To support this work, we are applying two lenses across all our CHHP activities:

- Gender equity
- Climate change

Our Vision

To nurture and build a healthy community through evidence-based health promotion and prevention projects.

Using strength-based principles, NRCH is working with the community to create a place where each person feels that they belong, has meaningful connections to others, feels safe to be themselves and can get the support they need to live a healthy life.

Six key principles underpinned this Annual CHHP Action Plan

Working at scale: By working collaboratively and in partnerships, our strategies, goals and objectives are intended to achieve longer-term outcomes for sustainability in population health improvements.

Evidence-informed priorities and collaborative planning: This Plan is based on evidence available about health is in alignment with those of government and local partners. One of the outcomes of this approach to planning is to inform future shared strategic planning in 2021-25 across the City of Yarra which will further create collaborative methods of working.

Inequities and the determinants of health: We recognise that the determinants of health influence the health status, behaviors and social issues of all individuals and populations. With our partners, we seek to impact those determinants we can influence. Therefore, while all the programs and projects aim to improve the health and wellbeing of the whole population, more focus is given to supporting vulnerable population groups such as newly arrived migrants, people from Culturally and Linguistically Diverse backgrounds, Aboriginal and Torres Strait Islander people, and communities living in socially disadvantaged locations such as the North Richmond housing estate.

Co-design and community engagement: We recognise that for health promotion work to be effective and sustainable, our communities must be engaged as active partners

and stakeholders. NRCH uses the “Concierge model” and this is evident in the employment of Health Promotion Concierges from our public housing estates.

Partnerships and places: We recognise that the work of health promotion and prevention requires strong partnerships working to mutually reinforce the strategies and actions which will deliver outcomes. Working in partnerships enables the maximizing of partner resources by leveraging expertise and by implementing mutually reinforcing activities to generate improvements in health outcomes.

Systems change: By looking through the lens of systems change, we will increasingly understand the dynamics of prevention practice across populations and the linkages and relationships necessary to intervene effectively. We acknowledge that complex problems require solutions based on partnerships, engaged communities, mutually reinforcing activities and scaled up actions

Policy and Planning

Table 1 demonstrates a transparent line of sight to the policy and planning context at state and regional levels for the work of NRCH’s health promotion and prevention work, aligning our Community Health - Health Promotion (CHHP) priorities for 2021-2025.

This Strategic CHHP plan is building on priorities and partnerships that are already established to ensure an integrated approach to health promotion across North Richmond Community Health’s catchment.

To ensure that our efforts are aligned not only with external partners but also across NRCH, our CHHP work will be strengthened by the health services work undertaken across other areas of the organisation, such as Allied Health and Dental Services, which work along the continuum from primary prevention through to early intervention and chronic disease care.

Table 1. Alignment documents

National Level	<ul style="list-style-type: none">• Australia’s Long-Term National Health Plan 2019-2030.
State Level	<ul style="list-style-type: none">• Victorian Public Health and Wellbeing Plan 2019-2023.• Korin Korin Balit-Djak – Aboriginal Health, Wellbeing and Safety Strategic Plan 2017-2027.
LGA Level	<ul style="list-style-type: none">• Municipal Public Health and Wellbeing Plan 2021-2025 (City of Yarra)

Community Engagement

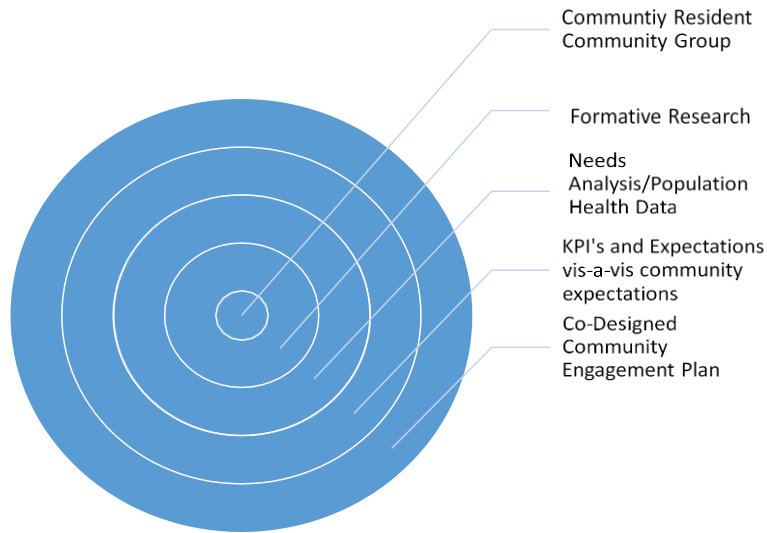
This diagram represents NRCH's Community Engagement Strategy with community at the centre and co-deign being our core principle when delivering Health Promotion.

Community Engagement Strategy: Community-lead and co-designed

Future Directions: Community Engagement Strategy

- Community Engagement Policy
- Community Engagement Plan (Connecting to our service users and community by listening, learning, involving, and empowering community)

Community Engagement Model:



Our priorities

1. Mental Health and Wellbeing

NRCH is located on the North Richmond Housing Estate, the most densely concentrated public housing in the southern hemisphere. For this reason, we focus our efforts on the needs of community members living in public housing in the City of Yarra.

Public housing residents use health services provided by, or funded by government, at a much higher rate than other Victorians. They are 5 times more likely to access community mental health services, 8 times more likely to access drug and alcohol services, and 4 times more likely to use community health services (Homes Victoria SELDR data 2022).

When considering mental health illness and professional help rates, diagnosis with anxiety and depression in the City of Yarra (CoY) were close to the Victorian state average³, however, seeking help for a mental health issue was higher for both men and women in the CoY when compared to the Victorian state average as shown in table 2.

The COVID-19 pandemic has undoubtedly exacerbated pre-existing inequities within disadvantaged communities. The latest studies have shown that exclusion of disadvantaged communities has left many feeling an increased feeling of stress and anxiety¹. VicHealth reports that 39% of people who don't speak English as a first language have reported significant difficulty with mental health issues and social connection².

The local community in the City of Yarra predominantly comprises of people who are from a Culturally and Linguistically Diverse Background (CALD) with a high percentage of people born overseas, as presented in table 3.

According to recent data shared by the Department of Families, Fairness and Housing (DFFH), public housing estate residents of North Richmond utilise mental health services six times more than other Victorians and are 5 times more likely to have a mental health admission compared to other Victorians, as seen in table 4 (Homes Victoria SELDR data 2022).

This priority aligns with the improving mental wellbeing priority, which is a focus area in both The Victorian Public Health and Wellbeing Plan 2019-2023 and the CoY's Municipal Public Health and Wellbeing Plan. NRCH have been a key partner in the CoY's planning process through a series of consultations and workshops and mental wellbeing was flagged to be one of the most pressing priority areas between 2021-2025 by Community Health Organisations in Yarra.

Table 2. Mental illness and professional help rates in the City of Yarra and Victoria 2017

Indicator	Yarra	Victoria
Diagnosed with anxiety or depression		
Total	27.0%	27.4%
Women	31.6%	33.6%
Men	21.9%	21.0%
Sought professional help for a mental health problem in the previous year		
Women	24.9%	21.2%
Men	18.1%	14.1%

Source: VPHS 2017²⁵

Table 3. City of Yarra public housing estate demographics 2021

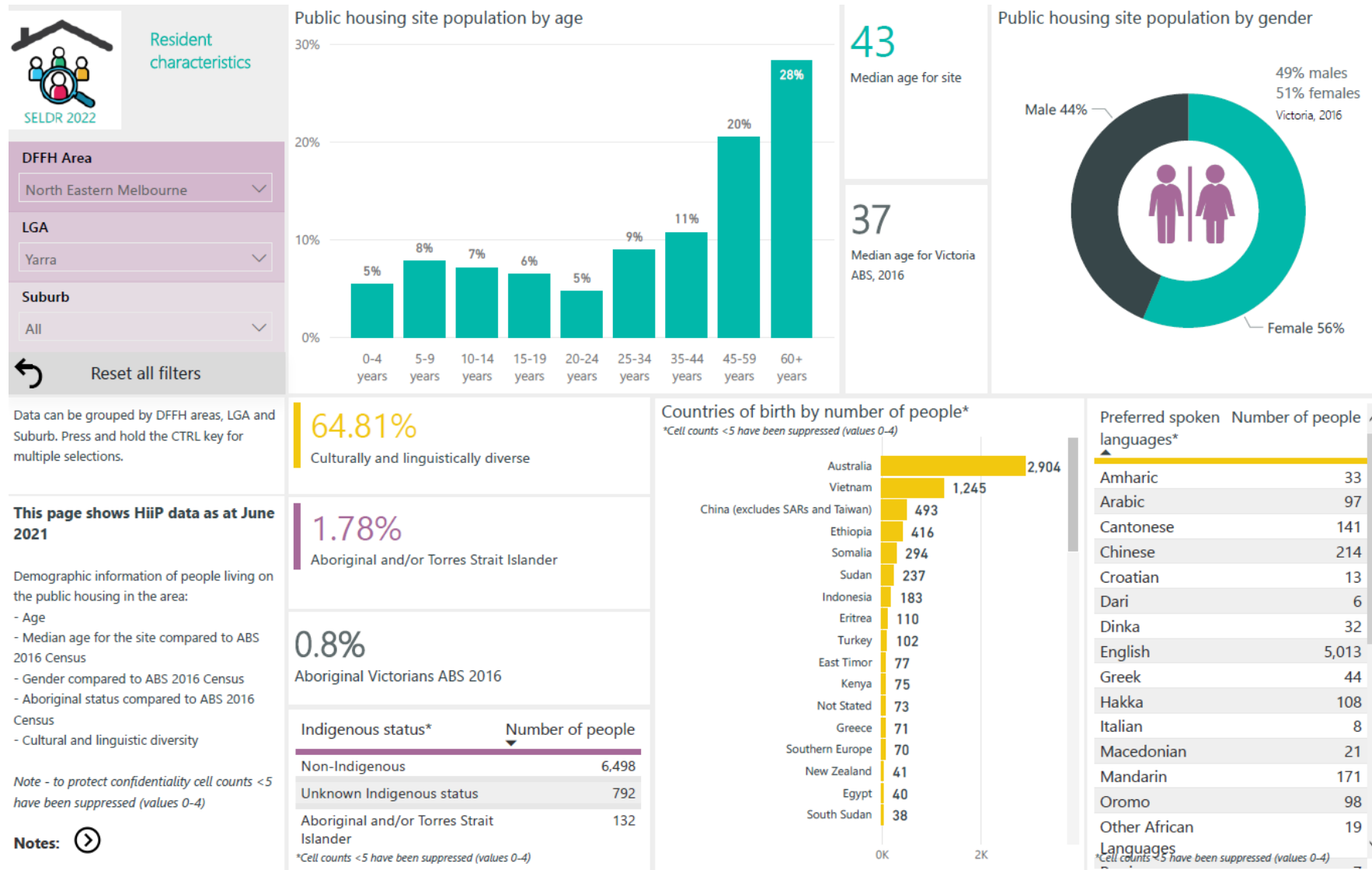



Table 4. Richmond Housing Estate data 2021

	Health Services accessed 2016-2020	Number of people	Percent of site pop.	State comparison
	ED presentation	1,771	23%	25%
	Community health	878	35%	9%
	Hospital admission - acute elective	681	27%	40%
	Hospital admission - acute emergency	585	23%	27%
	Mental health community contact	135	5%	3%
	Hospital admission - subacute	125	5%	7%
	Drug and alcohol	68	3%	1%
	Mental health admission	64	3%	1%
	Hospital admission - acute other	45	2%	2%

2. Physical Wellbeing (Healthy Eating and Active Living, Reducing Tobacco Related Harm)

According to the most recent Victoria Population Health Survey, conducted in 2017, the City of Yarra had good fruit and vegetable intake when compared with the Victorian average³. Further, the same can be seen when considering take-away and sugar sweetened beverage consumption as displayed in table 4 and table 5 below.

However, the Covid-19 pandemic and associated lockdowns across Victoria have had a significant impact on food systems and Victorian people's access to certain foods.

Table 4. Fruit and Vegetable consumption in City of Yarra compared to the Victorian average in people aged 18 years and above.

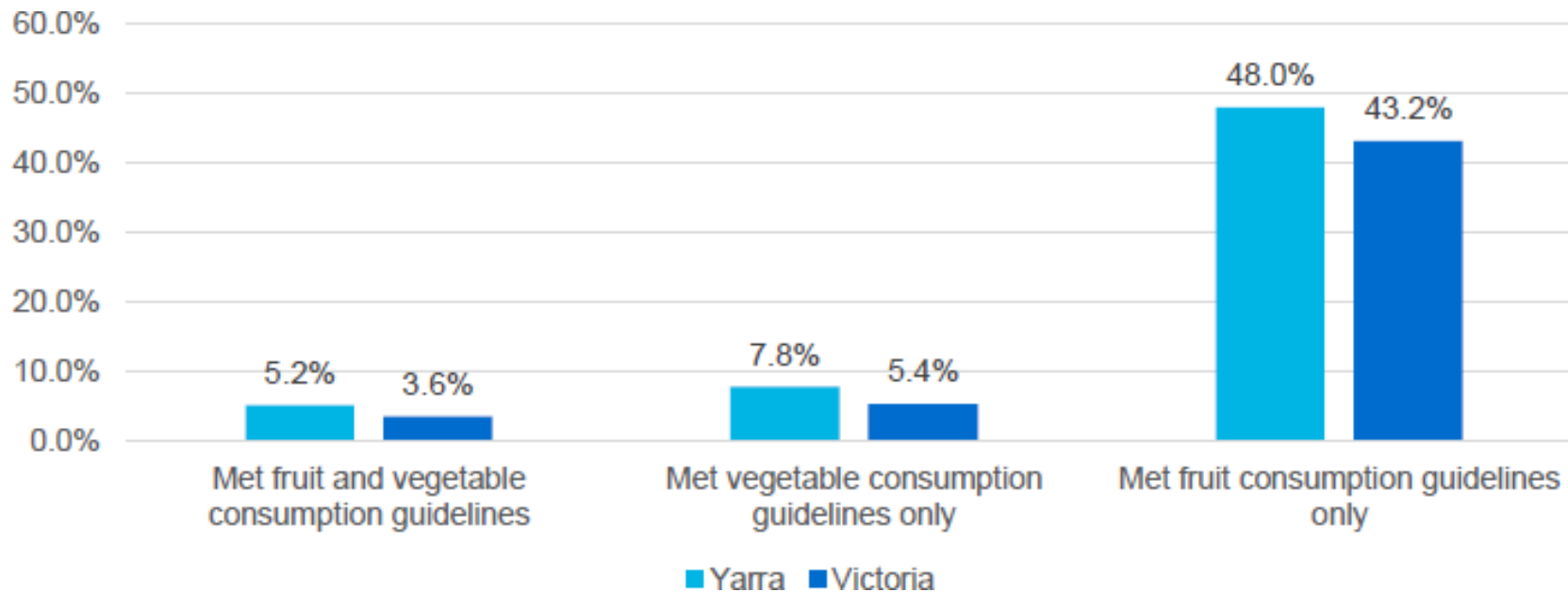
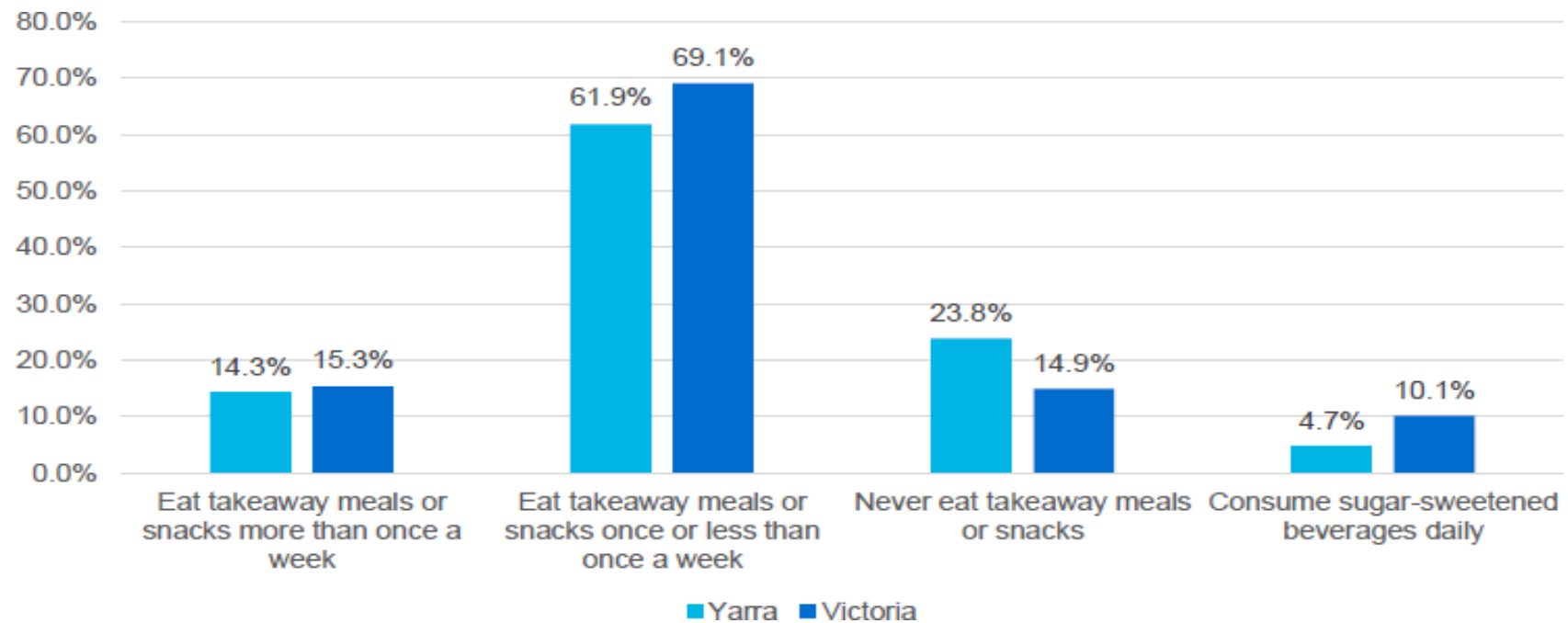


Table 5. Takeaway and sugar sweetened beverage rates in the City of Yarra compared to the Victorian average in people aged 18 years and above.



In 2020, there was a 40% increase in demand of food relief and 28% increase in people facing food insecurity for the first time, which was more pronounced in disadvantaged communities such as public housing⁴. NRCH, in partnership with Belgium Avenue Neighbourhood House (BANH) and Cultivating Community, have had and continue to have a pivotal role in providing food relief to housing estate residents and the wider community, focusing on increasing access to culturally appropriate, nutritious and sustainable food supplies.

A recent VicHealth study found that physical activity had also been impacted by lockdowns and COVID-19 restrictions, with 39% of City of Yarra residents stating low motivation as the main barrier to exercise⁵. A survey of the public housing estates of Richmond, Collingwood, and Fitzroy found that the majority of residents of these estates would be more physically active if they had more opportunities to participate in planned physical activity exercises⁵. The Heart Foundation also reported that people did significantly less physical activity during lockdown and raised concerns that this may continue post lockdown⁶.

3. Reconciliation

The City of Yarra, especially the suburbs of Fitzroy, Collingwood, and Richmond carry a significant history for the Aboriginal community living in these areas. Many key Aboriginal organizations run in the City of Yarra e.g. Victorian Aboriginal Health Service⁸.

The last census recorded almost 400 Aboriginal and Torres Strait Islander people living in the City of Yarra. Further, this is the highest number recorded over a 20-year period and amounts to almost 0.4% of the residents of the City of Yarra⁹. When considering NRCH, as seen in table 2 above 0.5% of public house estate residents identify as Aboriginal or Torres Strait Islander. While this percentage is accurate regarding those living in public house dwellings, in North Richmond there is a significantly higher number of Aboriginal and Torres Strait Islanders who use NRCH services or live rough around NRCH's premises.

In June 2020 during the peak of the pandemic VicHealth found that in comparison with the Victorian average, Aboriginal or Torres Strait Islander people experienced higher rates of: High psychological distress (28%), financial hardship (74%), risk of short-term harm from alcohol (48%), daily sugary drink consumption (80%), and running out of food and being unable to afford more (46%)².

Lenses

The Health Promotion team at NRCH will be applying the following lenses across all our health promotion activities/projects in different priority areas.

Gender Equity:

Public housing residents in Victoria are 6 times more likely to ask for emergency help, 4 times more likely to access child protection services, 7 times more likely to access family violence services (Homes Victoria SELDR data 2022). This demonstrated the ongoing need for promoting gender equity with high density public housing.

NRCH is part of the Building a Respectful Community (BRC) Partnership, which is coordinated by Women's Health in the North (WHIN) and aims to reduce violence against women in our communities. We will continue our work with external stakeholders through this partnership to leverage off existing gender equity frameworks, such as Change the story, when planning and developing our projects to ensure we are promoting gender equity in our workplace and community.

Climate Change:

The Health Promotion team will continue to work with our Operations and Catering Programs to ensure sustainable and environmentally friendly products are utilized across NRCH and for all external events and activities. The Achievement Program has climate changes resources which the Health Promotion team will use to evaluate the work we do in this space.

Evaluation

See **Appendix 1** for our program logic and related evaluation tools for measuring outputs and outcomes related to each priority area.

1. Mental Health and Wellbeing

Target Population Groups

- The residents of the City of Yarra
- Local community leaders and religious faith leaders
- NRCH staff and volunteers

Settings

- NRCH Community Health Service
- Yarra Housing Estates - Richmond, Collingwood and Fitzroy
- Neighborhood houses in the City of Yarra - Belgium Avenue Neighborhood House, Collingwood Neighborhood House
- Richmond Youth Hub and Fitzroy Youth Centre

Partnerships

- NRCH Yarra Public Housing Mental Health Project team
- Cultivating Community and their resident gardeners
- Vic Health
- City of Yarra Youth Services
- Department of Families, Fairness and Housing (DFFH)
- Yarra Residents Voice Group
- Yarra Mental Health Alliance
- cohealth
- Cancer Council Victoria
- Mental Health First Aid Australia

Planned Objectives

- Increase mental health awareness and literacy
- Deliver mental health promotion, prevention, and engagement activities

- Increase referrals from NRCH services into health promotion and social inclusion activities
- Increase access to mental health and wellbeing resources and support
- Support the Worker Wellbeing Initiatives at NRCH

Resource allocation	30% of CHHP budget will be allocated to this priority
Planned Interventions	Indicators of success
Mental Health First Aid (MHFA) training	<ul style="list-style-type: none"> • 20 community members have completed MHFA training, including community leaders and different language groups
Women's weekly yoga	<ul style="list-style-type: none"> • At least 5 women attend weekly during school terms. • Women feel more motivated to exercise at home and engage in self-care or physical activities. • Women who regularly attend report an increased sense of wellbeing.
Vic Health Re-imagining the Future grant. (The Art Connection)	<ul style="list-style-type: none"> • Young people who participated in these sessions are more confident at expressing themselves through art. • Participants draw and paint a mural at the Richmond Youth Hub as a final project.
Art of Life	<ul style="list-style-type: none"> • Engage with at least 20 residents over the 6-month lifespan of this project. • Participants report feeling less isolated. • Increase confidence in partaking in future social engagement activities.
Engage with local mental health & AOD services to improve access for CALD communities	<ul style="list-style-type: none"> • The Health Promotion team surveys members of the Mental Health Alliance (YMHA) to assess appropriateness of services for CALD communities. • Develop a mental health and related Services directory in City Of Yarra (COY).
Work closely with NRCH's Volunteer Services and clinicians to increase referrals to social	<ul style="list-style-type: none"> • Number of clients engaged in NRCH's Social Inclusion Program (SIP). • The Healthy Promotion team refers at least 20 community members into the program. • There is a clear referral pathway for external referrals into the SIP program that agencies have access to.

engagement activities/programs	
The Achievement Program	<ul style="list-style-type: none"> • Continue to meet requirements of Mental Health benchmark standard.
Support the delivery of Worker Wellbeing Initiatives	<ul style="list-style-type: none"> • Continue to support the administration of the Health & Wellbeing Working Group (H&WWG) • Support the H&WWG to plan and deliver mental health month activities and R U OK? Day, with assistance from MHFA officers. • Support new wellbeing activities as identified by staff from annual wellbeing survey.
Support mental health training opportunities for staff and volunteers.	<ul style="list-style-type: none"> • Support the delivery of 3 MHFA courses at NRCH with a minimum of 25 staff attending.

2. Physical Wellbeing (Healthy Eating and Active Living, Reducing Tobacco Related Harm)

Target Population Groups

- City of Yarra public housing estate residents (Richmond, Collingwood and Fitzroy)
- Residents of the City of Yarra more widely
- Local school communities – Richmond West Primary, Richmond High, Trinity College, Lynall Hall Community School, and Collingwood College.
- NRCH staff and volunteers

Settings

- Local schools
- Neighborhood houses in the City of Yarra
- Richmond Youth Hub
- Public spaces around the City of Yarra
- Yarra Leisure Centres
- NRCH Community Health Service
- Yarra Housing Estates - Richmond, Collingwood and Fitzroy

Partnerships

- Cancer Council Victoria
- VicHealth
- Neighbourhood Houses (Carlton, Belgium Avenue and Collingwood)
- NRCH Yarra Public Housing Mental Health Project team
- Local community members, including QUIT community advocates
- FareShare
- QUIT Victoria
- Cultivating Community
- Fitzroy Learning Network
- City of Yarra Youth Services
- Local school communities (as above)

- City of Yarra Leisure Centers.
- Healthy Eating Advisory Service (HEAS)
- ReLink

Planned Objectives

- Information about healthy eating and physical activity for preventing disease is available to NRCH clients and participants of NRCH community activities
- Increase participation in physical activities across the City of Yarra
- Supporting local settings in implementing state-wide health promotion programs (e.g. Vic Kids Eat Well (VKEW), QUIT Victoria)
- Increase access to healthy food options at the NRCH Meeting Place Café, Cultural Catering, and all activities in which NRCH takes part
- Implement the Healthy Choices framework at NRCH
- Promote physical activity opportunities to NRCH staff and volunteers

Resources allocation	55% of CHHP budget will be allocated to this priority.
Planned Interventions	Indicators of success
Increase connection to food and culture for young people	<ul style="list-style-type: none"> • Deliver 3 food and culture festivals across the public housing estates in the COY. • Increase exposures to a variety of cultural foods for the COY residents. • Individuals and community groups are identified to continue delivering activities that engage young people with their food and culture. • Individuals engaged with cooking at the festivals go on to receive further training in hospitality and/or have access to employment opportunities in hospitality.
Vic Kids Eat Well - Deliver VKEW small and big bite changes with local schools	<ul style="list-style-type: none"> • Baseline survey is completed by 2 new settings. • 2 settings complete <i>small bite</i> changes. • 1 setting implements a <i>big bite</i> change.
Weekly nature walking	<ul style="list-style-type: none"> • Regular attendees report an increase in Physical Activity.

group in Richmond	
Weekly women's exercise group in Collingwood	<ul style="list-style-type: none"> • Regular attendees report an increase in Physical Activity.
United Cooking Group - Weekly group in Richmond for community to share their cultural dishes	<ul style="list-style-type: none"> • Increase awareness of different culture's foods. • Increased number of people using healthy cooking recipes.
Get Active Program - Weekly rotating physical activities for kids and their parents in Richmond	<ul style="list-style-type: none"> • Increased participation and increase in physical activity for participants.
Yarra Leisure community discounted gym memberships	<ul style="list-style-type: none"> • Gym membership sales increase from the previous year. • A higher percentage of community members report an increase in physical activity in comparison to previous years. • Increase awareness of Youth Gym Memberships across local high schools and Youth groups.
Nutrition sessions at Out-of-School Hours Care settings (OSHC)	<ul style="list-style-type: none"> • Partner with NRCH dietitian and at least 2 local schools to deliver these sessions. • School families attending these sessions have an increase knowledge and interest in <ul style="list-style-type: none"> ○ assembling: a nutritious lunch box, ○ amount of sugar in drinks ○ general healthy eating information.
Partner with ReLink to provide physical activities for parents and	<ul style="list-style-type: none"> • Partner with ReLink and Community Connectors to establish physical activity programs for parents and children • Increased confidence and physical activity levels for all participants at the end of each term

children on the Richmond Housing estate	
Partner with QUIT to reduce tobacco related harm in public housing	<ul style="list-style-type: none"> • Increase knowledge of adults and young people of the health and wellbeing harms of tobacco and e-cigarettes, including in pregnancy. • Increase knowledge of primary school age children of the health and wellbeing harms of tobacco and e-cigarettes and the harms of second- and third-hand smoke. • Increase the number of public community events that are voluntarily smoke free
Implementing HEAS guidelines at NRCH for the new menu for the Meeting Place Café and Cultural Catering	<ul style="list-style-type: none"> • Use the tool to assess the current café menu and catering menu. • Implement the recommendations and order the traffic light system resources. • The Meeting Place Café menu and Cultural Catering menu are both compliant with HEAS. • NRCH is using the resources provided by HEAS (sticker, posters, etc). • Increased sales of green items in the café after implementing the traffic light system.
Promote/activate the outdoor gym equipment and local parks	<ul style="list-style-type: none"> • More staff and community members are aware of the new outdoor gym equipment on the Richmond Housing Estate and local parks. • Increase in the number of staff having walking meetings and using the outdoor gym equipment. • Support the creation of a local parks walking map.
Support the NRCH Health & Wellbeing Working Group activities and initiatives	<ul style="list-style-type: none"> • Health and Wellbeing survey is completed by staff and volunteers by December 2022. • The results of the survey are shared with all staff and volunteers by February 2022 • The Health& Wellbeing working group at NRCH deliver new health and wellbeing activities at NRCH for staff and volunteers based on survey results. • Promote staff gym memberships with Yarra Leisure

3. Reconciliation

Target Population Groups

- Aboriginal and Torres Strait Islander peoples living in the City of Yarra and attending NRCH services
- NRCH staff and volunteers

Settings

- NRCH main building and surrounding spaces
- NRCH Medically Supervised Injecting Room (MSIR)

Partnerships

- Victorian Community Controlled Health Organisations (VACCHO)
- The Wurundjeri Council
- Reconciliation Australia and Reconciliation Victoria
- Local Aboriginal and Torres Strait Islander community
- NRCH Medically Supervised Injecting Room (MSIR)

Planned Objectives

- Increase in Aboriginal and Torres Strait Islander community engaged with NRCH and other local services
- Supporting the needs of the local Aboriginal and Torres Strait Islander community
- Support the NRCH Reconciliation Action Plan

Resources allocation	10% of CHHP budget will be allocated to this priority.
Planned Interventions	Indicators of success
Supporting Aboriginal and Torres Strait Islander clients and community members to access services	<ul style="list-style-type: none"> • Increase number of referrals from MSIR to relevant services to assess for and reduce risk factors for chronic disease • Working with partner organisations and local ACCHOs to increase access to relevant services for Aboriginal and Torres Strait Islander clients. • Deliver on Aboriginal Health Action Plan – see Appendix 2

Reconciliation Action Plan	<ul style="list-style-type: none"> • Support implementation & delivery of key deliverables within 'Reflect RAP' by December 2023. • Support administrative management of RAP Working Group (RAPWG). • Review 'Innovate RAP' phase and its requirements for full implementation • Indigenous Cultural Competency training is made available for all staff and volunteers
Coordinate and deliver NRCH events and days of significance (NAIDOC, National Reconciliation Week, Sorry Day)	<ul style="list-style-type: none"> • The Aboriginal Health Worker with assistance from the Health Promotion team and RAP working group lead the delivery of significant events such as: NAIDOC week, National Reconciliation Week, and National Closing the Gap Day. • Community members and staff attending these events report an increase in knowledge of Aboriginal Health matters relating to campaigns

Gender Equity Lens

To ensure gender equity is promoted and embedded in our organisation, the Health Promotion team is committed to:

- Ongoing membership in the Building a Respectful Community (BRC) alliance and attendance of all meetings, in partnership with the NRCH Counselling and Casework team.
- Support key campaigns in the City of Yarra, such as '16 days of activism' and 'Week Without Violence', which is led by the NRCH Counselling and Casework team.
- Actively contribute and support NRCH's Diversity and Inclusion strategy, which is led by the Centre for Culture, Ethnicity and Health.
- Advocate for Active Bystander training to staff and volunteers via WHIN and other providers via the NRCH Health and Wellbeing Working group.

Climate Change Lens

To ensure climate change prevention strategies are promoted and embedded in our organisation, the Health Promotion team is committed to:

- Partner with local neighbourhood houses and Cultivating Community to promote the use of the worm farm on the Richmond Housing Estate.
- Encouraging composting and recycling at all NRCH events and activities.
- To use only environmentally friendly products in all of our catering, such as recycled paper and Bio Pak.
- Promote and encourage recycling at external events and raise awareness through flyers on how to correctly recycle.

References

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