



#### **Our Vision**

Murrindindi Shire will be vibrant and progressive through 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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# Municipal Public Health and Wellbeing Plan 2013-2017

#### 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.

**Community Services** 

Encl 8.6.1

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, organizations, 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.

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Margaret Abbey, Chief Executive Officer

John GWold L

John Walsh, Mayor, Murrindindi Shire Council

MUNICIPAL PUBLIC HEALTH AND WELLBEING PLAN 2013-2017

#### Community Services Encl 8.6.1



#### 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 and injury prevention.

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:

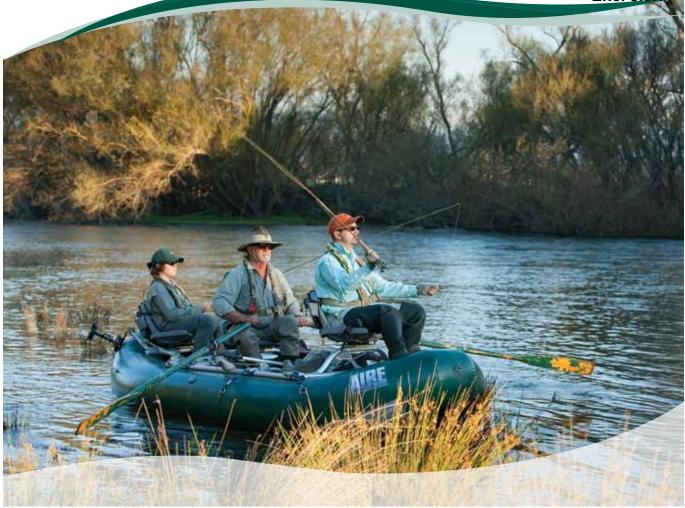
- healthy eating
- reduction of harm arising from excessive consumption of alcohol

# Agencies contributing to the success of this plan

Alexandra District Hospital and Community **Health Services 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** Customer and Communication Infrastructure Services Planning and Environment Tourism and Economic Development Nexus Primary Health Victorian Health Promotion Foundation (VicHealth) Yea Community Health

# 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.

#### **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.

#### **Food security**

**Cost of food averages 7.5% more** in smaller supermarkets in Murrindindi Shire than large chain supermarkets in major centres.





#### Communication

**Mobile phone and television reception black spots** exist throughout the shire, especially in remote locations where good communication services is 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 directory of community groups and service providers, 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
	Advocate for 'Broadband for Seniors' training kiosks in various locations around the shire
Ensure delivery of council information in easy English in a variety of media	Train council staff around communication accessibility Train staff members responsible for brochure and form development in easy English 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 undertake activities that highlight and recognise the contribution of volunteers Partner with community groups to provide a 'one stop volunteer resource' centre Promote inclusive volunteering
Increase engagement of young people in community activities	Support service providers in the engagement of young people in community activities – refer to Youth Strategy Facilitate Murrindindi Youth Partnership Group to ensure group objectives are reached
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 ...

Support and assist youth leadership, citizenship and participation initiatives	Facilitate Australian Youth Foundation leadership program 'Change It Up'
Promote events and organised activities that provide opportunities for healthy participation	Promote events and activities on Council website and publications and in media opportunities 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 Equity, 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

### Municipal Public Health and Wellbeing Plan 2013-2017

### 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.'

#### 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
	Improve seating in children's playgrounds
	Install shade sails in Leckie Park playground Alexandra and Gallipoli Park playground Marysville (adjacent to oval)
	Consult with people about what they want to see in parks
	Encourage and support partnerships with community groups to improve facilities at parks
	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	Run programs with a physical activity focus
can be active	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 ...

Improve access to and around main townships and business centres	Review the linkages on our network of tracks, trails and pathways to each other and to major destinations within each town in the context of urban planning Continue to improve footpath linkages between existing pathways through the 'Missing Links' program Install informative signage on the Goulburn River High Country Rail Trail as appropriate
Plan for the needs of cyclists in the Shire	Advocate for funding to support the infrastructure and maintenance costs of new and existing trails Refer to Bicycle Victoria's 'Planning Checklist for Cycling' to review and improve street connections to shops, sports centre, parks and schools Hold a public meeting to address cycling issues in the Shire Install bike racks in identified locations
Support a range of sustainable transport options which are accessible, safe and affordable for residents of the Shire	Advocate for and participate in programs developed by the Department of Infrastructure and Transport, VicRoads and private transport operators

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

Ensure visual signage is clear and understandable by people with limited literacy and non English speakers	Facilitate training opportunities for Council staff, local groups and volunteers on the use of clear communication Use a variety of mediums in signage where appropriate to reflect community needs
Support community building initiatives that encourage local transport and wellbeing cooperatives	Trial new methods of managing and connecting community transport resources to increase flexibility and access to the community
Address concerns that impact on people's ability to participate in community life	Conduct an audit of access to community buildings and facilities Plan infrastructure to cater for all abilities Work with tourism operators and traders to address access issues to local shops and services

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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 Support local initiatives to 'Grow your own workforce'
	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 for all, we will ...

Advocate for the establishment of tertiary education providers within the Shire	Support Murrindindi Training Institute (MTI) to provide vocational training
Build capacity of families and	Support the implementation of Parents Early Education Partnership (PEEP) programs
early years service providers to	to assist families and children to maximise early learning opportunities
aim for the best outcomes for	Provide training opportunities to early years service providers to develop core health
children	promotion skills

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

Improve community capacity	Promote design in future development which achieves energy and water efficient
to respond to the impact of	outcomes
climate change	Implement Murrindindi Environmental Communications Plan
Seek equitable access to communications technology	Advocate for improved mobile phone coverage and faster 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.

Community Services Encl 8.6.1

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

Fulfil our statutory requirements and more	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)
Communicate safety messages	Highlight specific safety messages relevant to seasons and weather conditions in council and other publications
ldentify and manage emerging environmental health issues	Monitor and respond to environmental health issues that arise Improve the energy efficiency of our operations and reduce greenhouse gas emissions generated through our activities Complete the Waste Management Strategy as a long-term plan to reduce the amount of waste generated in the municipality Initiate community waste education initiatives
Increase capacity and capability to deal with emergencies	Work with other emergency service and recovery agencies to promote self-sustaining community resilience committees in fire and flood-prone communities





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	<ul> <li>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</li> <li>Support agencies in the municipality to develop initiatives for specific groups to reduce their reliance on emergency relief and crisis support</li> <li>Advocate for improved e-access to a range of counselling services</li> <li>Scope the need for more flexible respite services for the carers of frail aged people and those with a disability</li> <li>Advocate for funding which provides more flexibility in the delivery of respite services</li> </ul>
Promote healthy eating and physical activity for all ages	Develop and promote Murrindindi Shire as an active and healthy place to live Run an 'Active and Healthy Murrindindi Shire' week 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 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 Support Goulburn Valley Sport Assembly in the engagement and promotion of responsible management of alcohol in sports clubs 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 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 the 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

Adult Community Education
Advancing Country Towns
Business Enterprise Centre
Central Business District (of Melbourne)
Continuing Education & Arts Centre Alexandra
Central Ranges Local Learning and Employment Network
Department of Education and Early Childhood Development
Department of Human Services
Department of Health
General Practitioner
Lower Hume Primary Care Partnerships
Municipal Emergency Control Centre
Municipal Emergency Recovery Officer
Municipal Public Health and Wellbeing Plan
Murrindindi Training Institute
Police and Community Consultative Committee
Primary Care Partnerships
Parents Early Education
Partnership
Partnership Small business Mentoring

## LARGE PRINT VERSION

Available on request from Murrindindi Shire – please contact 5772 0333 or msc@murrindindi.vic.gov.au

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