



Municipal Public Health and Wellbeing Plan

Investing **today**
for a healthier **tomorrow**





Acknowledgement of Country

The municipal area of Campaspe lies within the traditional lands of the Yorta Yorta, Dja Dja Wurrung and Taungurung peoples.

Council acknowledges their unique cultural heritage, and pay our respect to their ancestors, descendants and emerging leaders as the Traditional Owners of this Country.

We acknowledge their living culture and unique role in the life of this region.

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Mayor's Message

Council's Municipal Public Health and Wellbeing Plan 2021-25 is a key strategic document for Council and other agencies with an aim to improve the health and wellbeing of our community.

It sets a broad mission, goals and priorities for action for the next four years. It brings together partner organisations in collaboration to identify and respond to the main health and wellbeing challenges facing our municipality.

The Plan builds on the work being undertaken to support health and wellbeing in our community and takes into account feedback from our community and partner organisations and changes in Federal and State policy. It uses a holistic approach in setting high level strategic focus areas with the agreed outcomes to be achieved and details how progress will be measured.

The Plan addresses seven priority focus areas:

Active and Healthy Lifestyle - Residents will have access to the resources and support required to live an active and healthy lifestyle

Socially Connected and Inclusive Campaspe - Campaspe will be a safe, connected and inclusive place to live

Addressing Mental Health Challenges - Mental health considerations will be integrated within all of our work

Equitable Access to Services - Residents enjoy equitable, effective, efficient access to services in our region

Food Secure Campaspe - Systems are in place to address food insecurity and reduce stigma for people accessing food relief services

Reducing Tobacco Related Harm - Residents will be supported to reduce smoking

Tackling Climate Change for Health - The Campaspe community will work together for an environmentally sustainable future

The Plan was developed using community feedback gained from developing Council's community vision. Partner organisations were also consulted providing feedback on what was going well across the municipality and what the challenges are. All information helped in developing the seven priority focus areas.

The Plan will guide shared work across Council and with our partner organisations to invest today for a healthier tomorrow.

We look forward to continuing our work with local health services, not for profit and community organisations, disability services, sporting organisations, schools and education services and many other partners to influence health and wellbeing in Campaspe.

Cr Chrissy Weller
Mayor

Executive Summary

The Campaspe Shire Municipal Public Health and Wellbeing Plan 2021-25 provides Campaspe residents a clear understanding of the role that Council plays in improving the health and wellbeing of the Campaspe Community by:

- Delivering services and programs
- Partnering with key agencies and
- Advocating for change

This plan describes the strategic planning approach that addresses known challenges and integrates planning for health and wellbeing in Campaspe that is inclusive and embracing of all stages and circumstances of life.

Today, community and providers no longer view health and wellbeing purely through the lens of the absence of disease and illness, rather understanding it more wholly as an amalgamation of factors related to people's physical, mental and social health, and the degree to which they feel included and can live in safety.

While it is a legislative requirement that Council prepares a plan to address health and wellbeing matters, this process is a critical investment towards ensuring a healthier Campaspe tomorrow – for all of its residents. Council's approach is to:

- View health and wellbeing through a preventative lens.
- Support people to live healthier lives and reduce vulnerability and illness.
- Plan for our children to live healthier and better lives than their parents, and
- To support Campaspe's people to have sufficient health awareness and opportunity to minimise health related disruption to their lives

Across 2020-21, Council consulted with community members and agencies on a range of health and wellbeing issues to determine local perspectives and priority areas. This has been combined with a detailed analysis of state and local data to help ensure that Council's understanding of the health and wellbeing in Campaspe is evidence based.

This information combined with local surveys told Council the following:

- The community is both ageing and getting younger, with disproportionately high numbers of people in younger and aged demographics
- While the community is already physically active, it wants to be more active
- High levels of socio-economic disadvantage persist in multiple locations
- Efforts are required to further strengthen relationships with our Aboriginal and or Torres Strait Islander communities, based on respect for their living culture and their unique role in the life of this region
- There are higher rates of violence than state or regional averages, both in the general community and also within families
- The mental health of young people concerns our community, as does limited access to mental health services and the absence of after hour crisis services
- Obesity continues to be a serious health issue in our community



Executive Summary

This information has been used to develop a framework to guide this plan, based on the following themes and goals:



Active and Healthy Lifestyle

Residents will have access to the resources and support required to live an active and healthy lifestyle



Socially Connected and Inclusive Campaspe

Campaspe will be a safe, connected and inclusive place to live



Addressing Mental Health Challenges

Mental health considerations will be integrated within all of our work



Equitable Access to Services

Residents enjoy equitable, effective, efficient access to services



Food Secure Campaspe

Systems are in place to address food insecurity and reduce stigma for people accessing food relief services



Reducing Tobacco Related Harm

Residents will have access to support to reduce smoking



Tackling Climate Change for Health

The Campaspe community will work together for an environmentally sustainable future

Working with local partners is critical to the success of the strategy, as well as the ongoing review and evaluation of actions.

The successful implementation of actions within each of these themes will improve health and wellbeing across the Shire for residents of all ages.

Executive Summary

Focus Area	Goal	Indicative Performance Measures (by 2025)
 Active and Healthy Lifestyle	Campaspe residents have access to the resources (or facilities) and support required to live an active and healthy lifestyle	Increase in level of participation in physical activities across all cohorts Decrease in percentage of residents who are pre-obese or obese Increase in communications and availability of healthy living resources
 Socially connected and inclusive Campaspe	Campaspe is a safe, connected and inclusive place to live	Engagement in relation to Reconciliation Action Plan commenced Improved accessibility and inclusion across the Shire Decrease in family and gender violence Increase in local partnerships and collaboration regarding youth issues
 Addressing mental health challenges	Mental health considerations and needs are integrated within our work	Increase in available mental health services Increase in number of programs introduced for youth and child settings Improved awareness of mental health prevalence and available services Support social connectedness opportunities for Campaspe residents
 Equitable access to services	Campaspe residents enjoy equitable, effective and efficient access to services	Mixture of service delivery models available Updated list of service providers available in multiple forms Barriers to service access reduced
 Food secure Campaspe	Systems are in place to address food insecurity and reduce stigma for people accessing food relief services	Decrease in food insecurity Increase in availability of food bank services Decrease in stigma for those using food bank services
 Reducing tobacco related harm	Campaspe residents will have access to support to reduce smoking	Reduction in smoking rates Increased understanding of vaping impact De-normalise smoking behaviours and provide access to cessation programs to support smokers to quit
 Tackling Climate Change for Health	The Campaspe community collaborates in support of an environmentally sustainable future	Land use planning and management align with climate change strategies Increase in schools working on environmental sustainability projects Increase in community awareness and understanding of environmental sustainability Active Transport Strategy is implemented



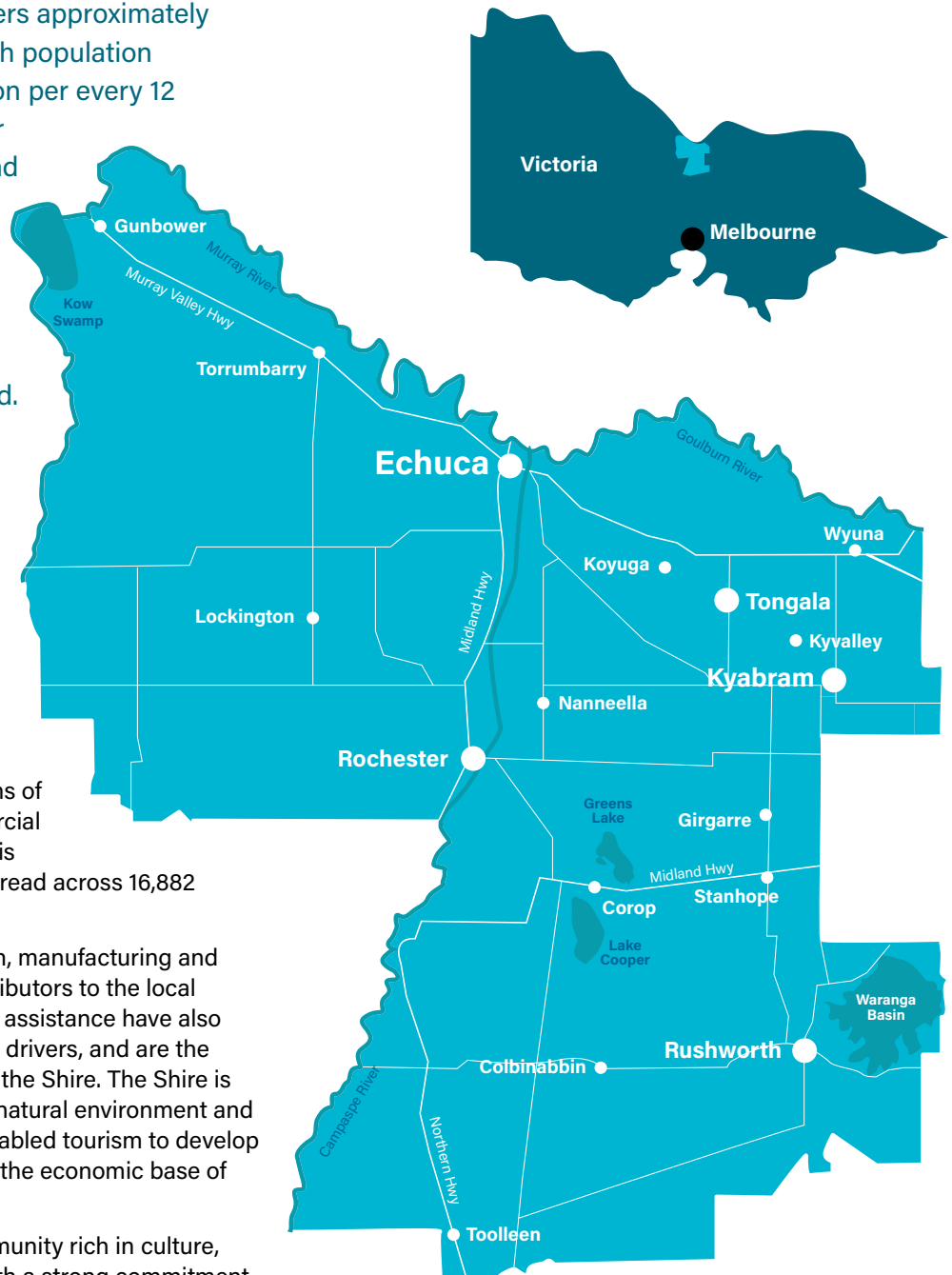
Campaspe At A Glance

The Shire of Campaspe covers approximately 4,500 square kilometres, with population distribution of just one person per every 12 hectares of land. 2.4% of our population are Aboriginal and or Torres Strait Islander, maintaining their ancient and special connection to Country which we as a community value and are working better to understand.

We are a predominantly rural shire, with the majority of land used for agriculture, particularly dairy farming, cereal and grain growing and sheep. However, we also have two large and growing towns in Echuca and Kyabram, where close to 70% of our population reside. We also have other mid sized towns that are important gathering points for our community – both in terms of service provision and as commercial and social hubs. Our population is currently estimated at 38,358, spread across 16,882 dwellings.

In addition to on-farm production, manufacturing and construction are important contributors to the local economy. Health care and social assistance have also emerged as important economic drivers, and are the largest source of employment in the Shire. The Shire is also blessed with a magnificent natural environment and diverse landscape, which has enabled tourism to develop and prosper, further diversifying the economic base of the region.

We also see ourselves as a community rich in culture, diversity, talent and potential, with a strong commitment to inclusion of all who reside in our Shire, especially those who have historically felt excluded and have suffered in terms of not being sufficiently being heard nor enjoying equitable access to resources and services.



Campaspe At A Glance

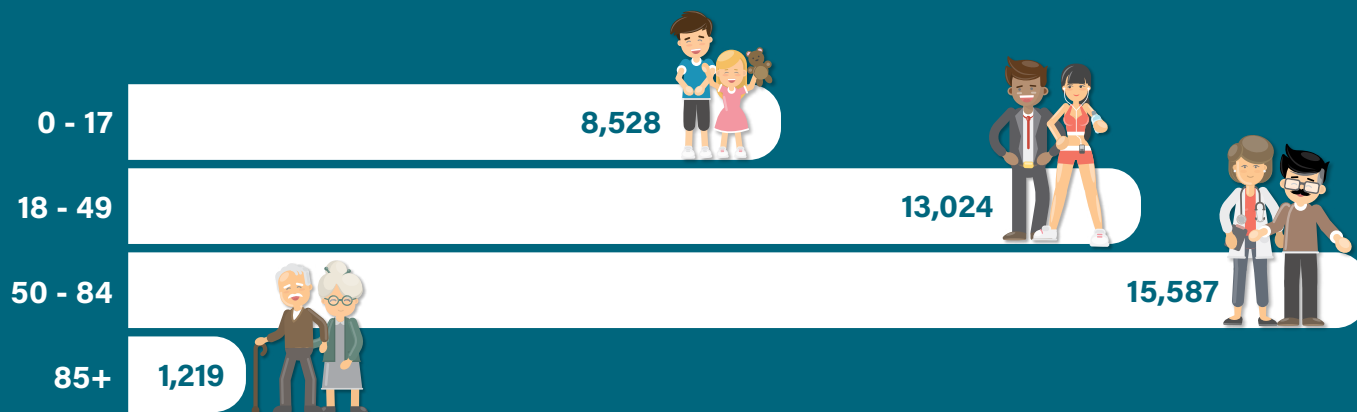
Community Snapshot



38,358 Population



16,882 Dwellings



We have lower levels of education

53.1% of residents held a qualification of some sort in 2016 compared with 57.2% for regional Victoria



We are becoming older and younger

Compared to regional Victoria we have a higher population of both younger people and older people



We have a sizeable Aboriginal population

2.4% of residents are Aboriginal, compared to 1.6% for regional Victoria and 0.8% for the State of Victoria



On average, we earn less

In 2016 the median weekly income was only \$1,081, compared to \$1,124 for regional Victoria and \$1,431 for Australia as a whole



What Is Health And Wellbeing?

The concept of Health and Wellbeing

'Health and wellbeing' has emerged over recent times as a widely used phrase aimed at holistically capturing the overall condition of an individual or group. Its aim is to develop a wide lens perspective that considers social, economic, mental, spiritual and medical components, and also the interplay between these different components. Today, wellbeing sits at the centre of the World Health Organisation's definition of health, which they now assess through considering physical, mental and social wellbeing factors, rather than simply judging health as the absence of disease and illness, as was historically the case.

More recently, inclusion, safety and resilience have emerged as additional components needing consideration when assessing wellbeing, including the need for people - especially women - to feel safe and free from harm or violence. These additional wellbeing indicators are of particular relevance to minority groups, and people who have traditionally faced exclusion or not easily fitted within mainstream community.

Health and Wellbeing in the Shire of Campaspe

Cutting across all of Campaspe Shire Council's work is an ambition to enhance, nurture and advance the quality of life of all of its residents. This ambition is now framed in the language of health and wellbeing, which we view as being a critical investment today towards ensuring a healthier tomorrow. Our aim is to firstly approach health and wellbeing through a preventative lens. We want to support people to live healthier lives and reduce vulnerability and illness. We want our children to live healthier and better lives than their parents, and for people to have sufficient health awareness and opportunity to minimise health related disruption to their lives.

While Council plays an important role in people's lives, we understand that to succeed in advancing health and wellbeing, we must collaborate and enlist the support of others as partners in our endeavours. We must work in partnership, advocate together and lead our community in driving towards a healthier future by addressing known areas of concern. Aboriginal and or Torres Strait Islander communities, schools, health service providers (government and private), sporting clubs, community organisations, NGOs, aged care services and sector specific State Government departments are all important stakeholders, and we hope all see their work and ambitions reflected in this plan.

We also understand the importance of attaining trusting relationships with our people and communities, especially with those sections of the community who have not always felt heard or have chosen not to engage with Council programming.

Victoria's Health and Wellbeing policy context

It is required under the Victorian Public Health and Wellbeing Act that all Local Government Areas produce a Municipal Public Health and Wellbeing Plan every four years. This cycle of Municipal Public Health and Wellbeing planning in Victoria is viewed by the State as a key mechanism through which they work to achieve their vision of 'all Victorians enjoying the highest attainable standards of health, wellbeing and participation at every age.'

A comprehensive approach was proposed for this planning cycle with the aim to deliver improved public health and wellbeing outcomes for all Victorians, by:

- driving action towards the factors that contribute most strongly to the burden of disease and health inequalities
- ensuring all parts of the sector work together towards clear outcomes
- take into consideration the wider determinants of health, both social and economic, in how we design and deliver public health



What Is Health And Wellbeing?

What is Council's role in health and wellbeing?

Under the Victorian Public Health and Wellbeing Act 2008, all Victorian local governments are required to develop a plan that addresses the health and wellbeing needs and issues in their municipality. While Plan development needs to be led by Council, implicit within the Municipal Public Health and Wellbeing planning concept is the need to collaborate widely and for all service providers in an area to see themselves within the plan, and also opportunities to contribute to the plan.

In addition to coordinating the planning process, there are a number of other areas where Council is either legislated to or expected to provide services or activities.

Legislated activities include

- Coordination and provision of immunisation to children living or being educated within the municipality.
- Adherence to the regulations associated with the Public Health and Wellbeing Act, Tobacco Reform, the Food Act and the Food Standards Code.
- Monitoring and responding to outbreaks of pandemics or infectious disease in the community.
- Developing and implementing a Municipal Emergency Management Plan.
- Responding to emergencies in accordance with Victoria's emergency management arrangements, as well as responsibility for managing and coordinating municipal resources for responding to and recovering from emergencies.
- Provision of waste services to the community.
- Provision and administration of permits.

In addition to legislated areas, there are other areas where Council works with a range of partners and stakeholders to support, develop and implement a variety of health and wellbeing related programs, such as:

- Efforts in relation to monitoring and planning to address the effects of our changing climate, which is guided through our Environment Strategy 2018-22 where Council's responsibilities and actions are expressed across four themes:
 - Conservation
 - Climate Change Adaptation and Mitigation
 - Community Engagement and Partnerships
 - Council's Environmental Responsibilities
- Provision of Maternal and Child Health Services for all infants and children within the Shire of Campaspe
- Strategies aimed at supporting and empowering community based groups focused on providing recreation and social connection opportunities across the Shire
- Strategic support to strengthen the local economy by working with local businesses and industry, recognising employment and economic security as central to health and wellbeing
- Provide leadership in terms of developing wellbeing related strategies such as arts and culture, community safety.



Our Health Status

Listed below are key observations emerging from the Campaspe Primary Care Partnership - Community Health and Wellbeing Profile (2020), the Shire's Active Living Census (2019) and other health and wellbeing focused research undertaken in recent years.

This information aims to detail a cross-section of factors that influence people's health and wellbeing, and also to better understand how people perceive their own health.

While there are health and wellbeing indicators where the Campaspe community performs more strongly than the regional or Victorian average, in general our health and wellbeing status is poorer compared to regional Victorian and Victorian averages. This highlights the importance of this plan in terms of identifying needs and actions to ensure a healthier Campaspe population.

General Health of Campaspe Residents



Residents who assess their health as good or very good

46.2%
Victoria 44.1%

Self-rated health is a common, reliable and cost-effective predictor of future health, need for health care resources and early mortality

Eat 5 or more serves of vegetables per day

12.5%
Victoria 4.9%

Females are far more likely than males to meet the vegetable consumption guidelines (18.5%, compared to 6.3%)

Eat two serves of fruit per day

45.7%
Victoria 42.9%

People who speak English as a second language are more likely to eat fruit

Daily consumer of sugar sweetened soft drink

15.5%
Victoria 11.2%

Strong correlation with poorer general health, weight issues, and is more common in lower income households

Drink alcohol at potentially dangerous levels at least once a year

61.0%
Victoria 41.8%

Binge drinking is worse amongst males. Binge drinkers are more likely to be overweight, smoke and have lower intake of fruit and vegetables

Overweight or obese, based on height and weight

69.1%
Victoria 49.7%

Age group of most concern is 39-69

Food insecurity, where safe, nutritious and culturally appropriate food not available

9.6%
Victoria 6.2%

23.6% of households in Rushworth ran out of food in the year preceding the survey

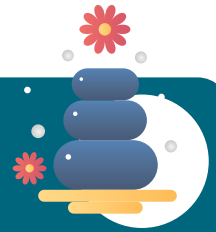
Currently smoking

15.9%
Victoria 16.7%

On average, smokers also report poorer general health, lower life satisfaction, are less physically active and consume more alcohol and sugary drinks

Our Health Status

▼ Sense of Wellbeing



Most

residents report feeling satisfied with life and valued by society – key indicators of an individual's general wellbeing

6.2%

of Campaspe residents report having low life satisfaction

Victoria 5.7%

17.7%

report not feeling valued

Women

report significantly lower life satisfaction than men

Women 7.5%

Men 4.7%

More worryingly, girls report lower life satisfaction and not being valued

3 – 11 year old's

(8.9% of all survey participants)

Low life satisfaction: boys 0.0% - **girls 1.3%**

Not feeling valued: boys 4.7% - **girls 10.1%**

12 – 17 year old's

(7.4% of all survey participants)

Low life satisfaction: boys 4.4% - **girls 7.7%**

Not feeling valued: boys 13.7% - **girls 18.9%**

However, amongst older Australians

19.5% of all survey participants, **men** report lower life satisfaction and not being valued:

Low life satisfaction: **men 8.0%** - women 4.5%

Not feeling valued: **men 13.7%** - women 18.9%

Local data suggests that full-time GPs are seeing up to **five women** each week who have experienced some form of **intimate partner abuse** in the past 12 months.

Our Health Status

Physical Activity



55.4%

meet adult physical activity guidelines

Victoria 48.1%

All ages

Women are more likely to meet physical activity guidelines than men

Women 58.2%
Men 53.2%

Time

is greatest barrier to physical activity, with

48% reporting being time poor

2 in 3

people who meet physical activity guidelines report good to excellent general health and wellbeing

84.7%

of people reported using open spaces, with 54.0% using open spaces weekly or more often

Want

52.9% of people want to do more activity

Young People



Compared to regional Victoria and/or Victoria averages, **Campaspe young people:**

- Are more likely to be receiving an **unemployment benefit**
- Have a much higher than average number of days **absent from school**
- Are **less likely** to have reached or exceeded the literacy benchmark of **Year 9**
- Are much more likely to report having been **bullied** (years 7 – 9)
- Are much **less likely** to be engaged in **education** (15-19 years)
- Have a much higher rate of **alcohol** related **ambulance** attendance
- Are more likely to be victims of **alcohol related assaults** and alcohol related **family violence** incidents
- Have a much **higher rate** of potentially **preventable health conditions**
- Make up a much greater proportion of **car accident hospitalisations** and **deaths**

Our Health Status

▼ Mental Health



Anxiety, depression, suicide and self-inflicted injuries are higher in our Shire than the state average

Campaspe has a higher rate of hospitalisations for mental health conditions among men

1,953

Versus the state average of 1,655

Campaspe has a higher rate of death by suicide

13.4

per 100,000 versus the state average of 10.1

Research shows that **people from disadvantaged communities** experience poor mental health, suicidal thoughts, homelessness, substance abuse and intimate partner and family violence at a higher percentage than the broader community.

▼ Violence



In 2019, compared to Victoria, Campaspe had a much higher rate of crimes against the person, including:

Assault and related offences

743.1

Victoria 693.3

Sexual offences

392.8

Victoria 203.5

Abduction and related offences

39.8

Victoria 10.8

Stalking, harrassment and threatening behaviour

220.3

Victoria 191.7

Dangerous and negligent acts endangering people

159.2

Victoria 85.4

1,944 per 100,000

Reported family incidents to police rate in 2019

Versus the state average of 1,389



Focus Area One

Active and Healthy Lifestyles



Our community recognises the importance of there being opportunities across our Shire to embed active living lifestyle in our population from the earliest possible age. While Campaspe residents on average eat more fruit and vegetables than other Victorians, residents are higher than average consumers of sugary drinks and binge drink alcohol at higher levels. This contributes to our population being around 50% more prone to being overweight or obese, especially within the 39-69 cohort. Our community is also 50% more likely to experience food insecurity than the Victorian average.

The 2021-25 Council Plan prioritises efforts to ensure a population that is healthy and well, with safe access to places and spaces that support physical and mental health, wellbeing and a good quality of life for all.

Goal: Campaspe residents will have access to the resources (or facilities) and support required to live an active and healthy lifestyle

Outcomes	How we measure success
<ul style="list-style-type: none"> Child and youth health statistics improve through younger people being more active Older people supported to be more active Communities can safely engage in active living Improved responsiveness to the needs of vulnerable cohorts 	<ul style="list-style-type: none"> Increase in physical activities levels across all cohorts Reduction in percentage of residents who are pre-obese or obese Increase in communications and availability of healthy living resources Increase in collaboration and partnering in delivering physical activity options Enhanced community participation amongst vulnerable groups

Strategies that will help achieve our goal:

- Promote the importance of early intervention in achieving lifelong good health
- Ensure targeted strategies are in place to communicate active and lifestyle messages and information to different cohorts
- Work with schools to hear the ideas of young people and leverage in-school and extra-curricular activities to promote active living
- Deepen engagement with Aboriginal and/or Torres Strait Islander communities to further develop options for active and healthy lifestyles
- Leverage existing initiatives such as Healthy Heart to further support active living
- Early years health systems and health measurement protocols are monitored to identify communities of concern
- Work to ensure recreational activities are well managed and safe for use, including culturally safe and gender safe
- Promote and support multi-use of facilities and incentivise clubs to make their facilities more easily available to different groups within the community
- Build understanding and support for genuine inclusion by raising awareness of barriers that currently exist to universal access
- Explore existing elderly focused initiatives to identify options for integrating health messaging and active living activities within their approaches
- Encourage collaboration between agencies, healthcare providers and community groups to identify synergies that can help facilitate new active living options

Focus Area Two

Socially Connected and Inclusive Campaspe



Campaspe Shire Council values diversity and works to actively promote the values of inclusion in our day to day work and also by ensuring that our open spaces are safe, accessible and welcoming of all residents. The new Council Plan commits in its first year to commence a process of engagement with local Registered Aboriginal Parties around the development of a Reconciliation Action Plan. Council views inclusion and connection as multi-faceted, and has an Access and Inclusion Plan (2020-26) to guide thinking in relation to Campaspe's Aboriginal and or Torres Strait Islander communities, people living with disability, our LGBTIQ+ community and our youth, as well as other groups at risk of exclusion.

This plan details four strategies:

- Plan and deliver Council services that enable access and inclusion
- Ensure Council's decision making process includes participation by and with consideration for Campaspe's Communities of Priority
- Advocate for the needs of Council's identified Communities of Priority
- Develop and maintain partnerships with groups that support the needs of Council's identified Communities of Priority

Goal: Campaspe is a safe, connected and inclusive place to live

Outcomes	How we measure success
<ul style="list-style-type: none"> • Greater inclusion of Communities of Priority across the Shire • Volunteer resource service established • Address disadvantage faced by people with disability • Organisations and communities are gender equitable in their practices • Equal and respectful relationships are promoted 	<ul style="list-style-type: none"> • Improved accessibility and inclusion across the Shire for Communities of Priority • A more diverse range of services is available • Increase in local partnerships and collaboration regarding youth issues • Decrease in family and gender violence • Increase in volunteer participation • People with disability feel more supported

Strategies that will help achieve our goal:

- Engage with local Registered Aboriginal Parties in developing a Reconciliation Action Plan for Campaspe
- Work to ensure cultural safety by ensuring community spaces are safe for all community members
- Involve Aboriginal and/or Torres Strait Islander communities, people with disability, LGBTIQ+ and youth in inclusion and diversity action planning
- Improve availability of LGBTIQ+ support services and advocacy
- Address structural discrimination and gender inequity issues
- Promote Campaspe as an inclusive Shire, through increased support to more public symbols of acceptance and safety such as artwork
- Embed the principles of trauma informed practice in early years services
- Support the development of sporting, mainstream, and community events, focusing on the integration of services and community groups
- Support development of an access and inclusion community of practice to share knowledge of successful outcomes amongst partner agencies
- Challenge declining volunteer numbers and promote volunteering by streamlining requirements and providing assistance with administrative requirements
- Ensure all new developments incorporate disability access and improved transport options for people with a disability

Focus Area Three

Addressing Mental Health Challenges



Council regards good mental health as being a fundamental component of health and wellbeing, and acknowledges that there are cohorts of concern in relation to the mental health of our community that require urgent attention. Council will work to address factors that negatively impact mental health, while also integrating the message of active and healthy living as an important preventative measure. While broad based direct funding of mental health programming is beyond the direct control of Council, we will collaborate with key stakeholders to advocate for expanded, improved and more diverse mental health services across the Shire.

Goal: Mental health considerations and needs are integrated within our work

Outcomes	How we measure success
<ul style="list-style-type: none"> Residents benefit from improved access to mental health services - both government and private Communities are better informed regarding availability of local services Improvement in youth and under 12 mental health indicators Enhanced social cohesion Young people are more involved in planning and decision making with Council and other partners 	<ul style="list-style-type: none"> Increase in available mental health services More diverse services are available Increase in number of programs introduced into youth and child settings Improved awareness in broader community of mental health prevalence and available services Enhanced availability and access to information

Strategies that will help achieve our goal:

- Support advocacy to ensure Campaspe residents access to improved mental health services
- Initiate efforts to strengthen awareness of links between active, healthy living and good mental health – as a preventative measure
- Maintain and strengthen networks that allow information sharing and collaborative approaches, including efforts to help ensure successful rollout and promotion of Headspace
- Ensure capacity across system for step up and step down of care
- Specific advocacy in relation to resources that allow after hours crisis support
- Target communication efforts to vulnerable cohorts to ensure awareness of changes and improvements in service availability
- Support initiatives aimed at cultural strengthening, including Elder supported programs
- Facilitate awareness raising in relation to gender equity and domestic violence
- Raise awareness of the role that an 'inclusive community' plays in mitigating mental health issues
- Better utilise youth groups already established in the area as a frontline to addressing youth suicide
- Maximise options for integrating programming within existing school initiatives
- Celebrate events such as RU OK Day, Mental Health month/day, Reconciliation Week, NAIDOC, Pride Month etc.
- Leverage existing programs such as We Hear YOUTH, Dare to Dream, Mentor Mates, Campaspe FiT (Healthy Heart Program), etc

Focus Area Four

Equitable Access to Services



Council recognises the importance of equitable access to services on offer across the Shire, while also recognising that there are complex factors at play that can restrict the ability or willingness of residents to access and utilise these services. Efforts are being undertaken to better understand these factors through greater consultation and relationship building with communities that are less likely to utilise available services.

The Council Plan emphasises the importance of ensuring that the Shire is well connected through roads, trails and pathways that enable easy movement, and the need to ensure, and advocate where necessary, telecommunications and digital infrastructure that meet the needs of our residents.

Goal: Campaspe residents enjoy equitable, effective and efficient access to services

Outcomes	How we measure success
<ul style="list-style-type: none"> Residents enjoy equitable and inclusive access services Existing barriers to accessing services are identified and addressed Pathways to access services and updated list of access points enhance usage Better leveraging of technology improves ease of access to services 	<ul style="list-style-type: none"> Mixture of service delivery models available Service hubs operate in smaller townships Updated list of service providers available in multiple forms Barriers to service access reduced Marginalised groups consulted and feel heard

Strategies that will help achieve our goal:

- Ensure individuals from all backgrounds and abilities have access to services
- Key services are available in all areas of the municipality
- Take deliberate steps to identify and overcome barriers to service access
- Liaise with Communities of Priority to better understand factors affecting service utilisation, including constraints posed by
 - remote area living
 - transportation
 - funding models
- Support the development of systems aimed at ensuring there is no 'wrong door to service'
- Look at options for improved use of technology and the internet to enhance participation and ensure easier pathways to access services
- Community houses and libraries provide additional options to the community for internet and technology access
- Facilitate a discussion within the community to help raise awareness of equity and inclusion around services
- Support Campaspe organisations to better understand their own unconscious bias in service delivery
- Ensure an easy to access, up to date database of providers, and access and referral pathways, including information related to after hours service contacts

Focus Area Five

Food Secure Campaspe



Food insecurity across Campaspe Shire is estimated to be 50% higher than the state average. We know through Council's Active Living Census and other research that there are hot spots in the Shire where food insecurity is affecting as many as 25% of households. While there are food banks and other strategies in place to support food insecure people, it is common for them to feel stigma in terms of drawing on those services. To that end, efforts are being made to reduce this stigma by engaging food vulnerable communities more deeply. It is also recognised that the economic impact of COVID-19 has placed further pressure on many households, and see within that context an opportunity to bring greater focus on the issue of food security, and the right of all people living in Campaspe to have access to sufficient, safe and nutritious food to meet their dietary needs.

Goal: Systems are in place to address food insecurity and reduce stigma for people accessing food relief services

Outcomes	How we measure success
<ul style="list-style-type: none"> Strengthened networks for food security support across the Shire Integrated approaches to address root causes of food insecurity Identify local champions to help drive community change Cultural competency reduces stigma related to accessing food security services Raised awareness in relation to traditional food (Aboriginal and migrant) 	<ul style="list-style-type: none"> Reduced food insecurity Increase in availability of food bank services Stigma reduced for those using food bank services

Strategies that will help achieve our goal:

- Food bank services are available to food insecure households
- Clear systems and referral procedures are in place, including industry based promotion of referral pathways
- Improve school access to primary prevention programs
- Awareness raising and training around reducing stigma felt by food bank users, including developing skills for respectful engagement of food insecure clients
- Initiate education programs around healthy and affordable eating
- Support schools to integrate food awareness within STEM programs
- Integrate food and healthy eating within community events
- Support local competitions that encourage new thinking around food security, underpinned by education and social inclusion
- Enlist the support of chefs and new migrant groups to bring new foods to the community
- Create culturally safe spaces within community gardens for food insecure households, including peer support for starting a garden
- Explore potential for business and employment opportunities amongst the local Aboriginal community to grow/collect native ingredients
- Support 'On Country' harvesting of locally based products to infuse with foods
- Integrate improved understanding of traditional foods within efforts to promote understanding of Aboriginal culture
- Leverage and advocate for existing food focused initiatives to be rolled out in Campaspe (Stephanie Alexander Kitchen Garden, VFF Paddock to Plate, etc.)

Focus Area Six

Reducing Tobacco Related Harm



Campaspe Shire supports VicHealth's Tobacco Strategy and Action Agenda 2019-23 to reduce tobacco use. Smoking data for the Campaspe population is inconsistent, however very high rates of chronic obstructive pulmonary disease and lung cancer - particularly for males - indicates that smoking related disease prevalence is high. More generally, there are significant gendered dimensions to tobacco use that open the door to targeted efforts to reduce smoking amongst vulnerable cohorts, including youth. We also see a need to better understand vaping behaviour in our Shire and its health impact. Existing relationships with VicHealth and Quit will be leveraged to develop strategies and access materials that help prevent smoking uptake among young people, support people in general to quit (particularly those from disadvantaged groups), and also to reduce the appeal of tobacco products.

Goal: Campaspe residents will have access to support to reduce smoking

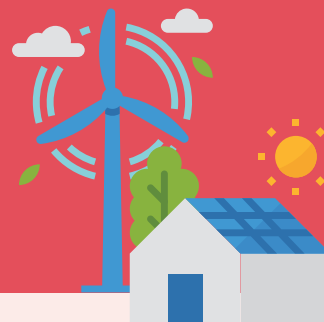
Outcomes	How we measure success
<ul style="list-style-type: none"> ▪ Widely available tobacco messaging, support and related initiatives reduce smoking rates ▪ Tobacco messaging is integrated and available within Council healthcare approaches and venues ▪ Tailored prevention focused approaches reach key cohorts ▪ Enhanced awareness of the prevalence and risks associated with vaping ▪ Intervention approaches support earlier identification of smoking related diseases such as COPD, lung cancer etc. 	<ul style="list-style-type: none"> ▪ Reduction in smoking rates ▪ Increase in understanding of vaping impact ▪ Diverse strategies and engagement approaches in place ▪ Latest resources disseminated ▪ Vaping messaging integrated within anti-smoking campaigns

Strategies that will help achieve our goal:

- Tobacco messaging is integrated and available within Council healthcare approaches and venues
- Anti-smoking strategies recognise the causal link between smoking and disadvantage, levels of education, and other socio determinants
- Respectful, trauma aware approaches engage cohorts known to be at risk of smoking
- Key determinants of health integrated within anti-smoking approaches (physical activity, healthy living, etc.), drawing on latest resources (Quit)
- Awareness raising to improve understanding of early warnings of significant smoking related health diseases amongst high risk groups
- Strategies in place to support earlier diagnosis and health system engagement
- Workplaces are encouraged to make policy and environmental changes that will support their staff to reduce or cease tobacco use
- Gender responsive approaches (recognising that smoking behaviour is highly gendered)
- Unique support strategies are in place to target different cohorts
- Early intervention programs use approaches well suited to engaging youth
- Identify local advocates for no smoking practices/policies.
- Draw on peer reviewed research to raise awareness of the impact of vaping (adapted to audience)
- Integrate anti-vaping measures within reducing tobacco related harm approaches

Focus Area Seven

Tackling Climate Change for Health



In just the last decade, the challenges of climate extremes have been experienced in the shire and region through drought (including times of reduced availability of irrigation water), floods, fires and storms. A range of experts predict that there will be an increase in extreme events, with temperatures to continue to increase and rainfall to decrease, presenting challenges to our community and Council. As a community, there is widespread agreement that it is important that we take action now to adapt to the challenges of climate changes as well as reducing our greenhouse gas emissions to mitigate the impacts of climate change. Council itself draws on its legislated roles in planning and land use management to lead by example as a land manager. Council is also taking steps to reduce greenhouse gas emissions through the implementation of energy saving street lighting, the roll out of solar power at key facilities, the introduction of garden organics service across the Shire and increasing recycling which in turn reduces waste to landfill. However, we also know that organisations and individuals across our Shire are taking direct action, and want to work towards a truly collaborative approach to further reduce emissions and encourage the community to be involved.

Goal: The Campaspe community collaborates in support of for an environmentally sustainable future

Outcomes	How we measure success
<ul style="list-style-type: none"> Land use planning and management aligns with good climate practice Climate change impacts are considered in all public health planning Improved opportunities support young people to influence climate change Vulnerable communities are supported to better adapt and cope with extreme weather events Reduced vehicle emissions through improved active transport networks Increased community engagement around sustainable practices 	<ul style="list-style-type: none"> Increase in schools working on environmental sustainability projects Increase in community awareness and understanding of environmental sustainability Active Transport Strategy is implemented

Strategies that will help achieve our goal:

- Council leverages its legislated roles in planning and land use management to lead by example as a land manager, implementing best practice for land management
- Public health plans are assessed prior to finalisation to ensure climate change has been actively considered and actioned
- Ongoing efforts to improve understanding of public health implications of climate change, including linkages between climate change and infectious disease risk
- Schools are engaged as climate action partners
- Partner with local Aboriginal and Torres Strait Islander communities on sustainability activities for improved land use
- Council develops an active transport strategy
- Develop opportunities for young people to participate in community planning activities that influence climate change direction
- Identify opportunities for incentives that promote more sustainable practices, such as community solar programs
- Enhanced efforts to conserve native vegetation and natural environments, recognising the importance of healthy ecosystems on biodiversity
- Implementation of actions that align with the Active Transport Strategy
- Support community groups to initiate more sustainable practices
- Further evolve integrated water management planning and promote water sensitive urban design
- Support urban green planning and increase number of urban green spaces

Acknowledgements

Campaspe Shire Council (Council) has worked with the communities of Campaspe and other key stakeholders to develop this Municipal Public Health and Wellbeing Plan for 2021–2025. This document is a progression of the work undertaken during the course of the last Municipal Public Health and Wellbeing Plan, as well as a reflection of the outcomes from consultation and research undertaken by Council to represent the current and future health needs of our community.

Council would like to thank our health and wellbeing partners for their support in developing this plan, and in anticipation of their support to implement it. Council recognises the vital role performed by the many diverse partners that we engage with in our day-to-day work.

We look forward to working together to enhance and improve health and wellbeing in Campaspe.

Our key partners include

- › Campaspe Primary Care Partnership
- › Njernda Aboriginal Corporation
- › Kyabram District Health Service
- › Echuca Regional Health
- › Rochester and Elmore District Health Service
- › Goulburn Valley Health (Waranga)
- › Community Living and Respite Services
- › Intereach
- › Nexus Primary Health
- › We are VIVID
- › Kyabram Community and Learning Centre
- › Campaspe School Wellbeing Cluster
- › Campaspe Cohuna Local Learning and Employment Network
- › Murray Primary Health Network
- › Anglicare Victoria
- › Have Home Safe
- › Lockington District Bush Nursing Centre
- › Victoria Police
- › Women's Health Loddon Mallee
- › Echuca Community Mental Health
- › Victorian Department of Health
- › Victorian Department Families Fairness and Housing
- › NSW Department Health and Human Services
- › Lifeline, Central Victoria and Mallee
- › Sportsfocus
- › Murray River Council
- › Bendigo Health
- › Centre for Non Violence
- › Moama Anglican Grammar School
- › Healthy Heart of Victoria
- › Department of Premier & Cabinet, First Peoples - State Relations Group
- › Rochester Community House
- › Rural Aid
- › Local Aboriginal Networks



References

Available at www.campaspe.vic.gov.au

[Active Living Census – selected findings report for Campaspe \(2019\)](#)

[Council Plan](#)

[Campaspe Access and Inclusion Strategy](#)

[Campaspe Active Transport Strategy](#)

[Campaspe Environment Strategy](#)

[Campaspe Municipal Early Years Plan](#)

[Campaspe Waste Management Strategy](#)

Available at www.campaspepcp.com.au

[Campaspe Community Profile](#)

Available at www.campaspepcp.com.au

[Campaspe Prevention Report 2020-21](#)

Available at www.campaspefamilyviolence.org.au

[Campaspe Family Violence Action Group – strategic priorities](#)

Available at www.vic.gov.au/departments-health

[Victorian Public Health and Wellbeing Plan 2019-23](#)



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