

## Planning and Health: Building sustainable links between Planning and Health

10 45: PANEL DISCUSSION A reflection on Regional Projects: 4 presentations on process, the health impacts and mechanisms for integration. Approx 5 minute presentation and audience discussion to follow.

Please use as many the prompts in the following template if this assists you

Project Title: Healthy Localities Project

1. **This project was to demonstrate that people on low or no income could contribute to community health.**

**A steering committee of low income people were involved in the creation of a video on Headlice Control for the community. This resulted in a video, colouring book and fact sheets on headlice. The package was given to all schools within the Shire and a nation-wide distribution of the product was conducted through a video marketing company. Dozens of the packages were sold throughout Australia.**

2. How did you establish shared purpose (Corporate Plans, MPHP, Business Plans, Agency Profiles, existing alliances on similar issues) when different disciplines place priority on different aspect on the problem.

**This project was funded under Integration Local Area Planning (ILAP) funding in 1992. At this stage there was no MPHP. The project was developed by Colac City, Colac Shire and Colac Area Community Health. A committee of low income people were involved in the direction and management of the project.**

What collaborative process did you go through ? How long has it taken group and structures to develop?

- Formal processes i.e a group with role and purpose
- Agency liaison, sharing information
- Communication, coordination

**There were a number of meetings and discussions within the steering committee to identify what projects needed to be developed. In the end the Headlice video package became the major priority. Regular meetings kept the group focussed on the production of the package.**

3. How did you identify the stakeholders, lead agency. Inform all parties ?

**The perceived need for easy to understand information on headlice treatment was considered by the committee, which represented a cross section of the community, as a useful contribution that they could make to others.**

4. What was the resource environment like for this identified need

**The funding provided by through Healthy Localities was sufficient to resource the project. This was unique funding in 1992 and involved a presentation by the proposed committee to advocate for the project.**

5. How was Population Health Outcome enhanced as a result of your project?

- Critical success factors (information gained/shared resources)
- Capacity to create strategic action between the partner organisations
- short term/ operational effects
- joint future planning

**The production of this package was a confidence booster for the self esteem of people in steering committee. It introduced committee members to film making, acting, cartoon creations and researching. The majority of these people are now fully employed within Colac.**

**The package itself was used by local schools and purchasers across Australia to deal with headlice.**

**The package is still on sale after 10 years on the market. Unfortunately, due to government changes the direction of headlice control has change. The package has now lost its relevance.**

6. What was sustainable ?

- Have systems developed as a result
- Have relationships between agencies developed further
- Has collaborative action in relation to this health need continued, has it addressed the range of agency priorities

**The package was a once-off product. The organisations involved have all been restructured into new organisations.**

**There is still a strong bond between the merged organisations on other projects of mutual relevance.**

7. How would you do things differently?

**The project was commenced in a time of new directions and funding. It was inspirational for the people involved in its development and management. On today's standards it seems quaint and limited, but at the time it was motivating and provided confidence building for many people that wanted to contribute something for the community.**