

Health Promotion Summary 2003-4

Currently we have six projects being monitored by the PCP Health Promotion team. These are as follows:

- Exercising Safely
- Making Cents with Food
- Penshurst Strength Training Program
- Women on a Mission
- Healthy Heart Program
- Portland Lifeskills research project.

Highlighted impacts of Projects

Exercising Safely

This project was established predominantly as a CVD program. However, through the development of the resource kit and the establishment of a steering committee for Phase 2 it now crosses a number of PCP priorities identified in this years plan. As well as targeting Chronic Disease Management, it crosses the priority areas of Healthy Ageing, Women's Health, Koori Health, People with Disabilities and Mental Health issues.

Phase 2 aims to maximize the marketing of the kit by establishing important networks (eg. South West Sports Assembly and VicFit) to maximize utilization of the kit by sporting clubs and service providers across the region. Through Workforce development it aims to empower coaches, trainers, lay people and service providers to use the kit on an ongoing basis. As such, major impacts will be:

- Increased knowledge of service providers.
- Increase in networking and referral between various agencies and service providers/clubs, etc.
- Increased awareness of consumers on how to participate safely in physical activity by using the kit as a screening and referral tool.
- Increased numbers of people in the target group participating safely in physical activity due to being through the screening process.

Women on a Mission

This project is still in the development stage. It aims to develop and improve skills of trust, positive social interaction and positive self esteem in women from low socio-economic backgrounds. It intends to achieve this through a partnership of local neighborhood houses to provide a flexible educational course that aims to increase social connectedness, reducing barriers and improving social skills. The program targets the priority areas of Women's Health, Mental Health and chronic disease management. (stress is a major risk factor in developing CVD).

This project will have a number of impacts:

- Improving health promotion skill development within the partner agencies.
- Empowering the target group utilizing community action strategies in the consultation stage.
- Health education and skill development of the participants through the provision of a 13-week program.
- Capacity building with the partner agencies and other services involved in the program to reduce barriers for the target group accessing them.

Penshurst Strength Training

Aims to improve the health outcomes of older rural consumers through a leader-training program to provide strength-training programs in the Penshurst community. It targets the priority areas of The Healthy Ageing Strategy, Women's Health, Mental Health and Chronic Disease management.

Major impacts for consumers will be:

- Empowering participants to feel more confident in undertaking strength training by providing information and education on safe participation.
- Improves social connectedness by providing training in community settings.
- Improving their skills and sense of well being through the provision of strength training.
- Overall benefit is a reduced medical reliance as a result of increased strength training (eg. Arthritis and falls prevention.)

Towards a Healthy Heart

Aims to provide a coordinated best practice activity and education program to reduce the incidence of CVD and associated risks factors. This program is still in the development phase and is yet to finalise their evaluation and planning framework.

However, some of the expected impacts would be as follows:

- Improved quality of life through health education, participating in safe physical activity and reducing social isolation.
- Capacity building of local agencies to respond in a coordinated way to promoting and maintaining heart health.
- Encouraging maintenance of behaviors that limit or reverse coronary heart disease through health education of both the consumer and their partner and improving awareness of and access to support service.

The program targets the priority areas of Healthy Ageing, Koori, Women's Health, Mental Health and Chronic Disease management.

Integrated Health Promotion Program Summary Grid – Towards a Healthy Heart

Program Goal: To provide a coordinated best practice program of group physical activity, health education, support, screening and advise for people with heart disease, and their families, and those at risk of developing heart disease

Population Target Group/s: Individuals at risk of developing heart disease

Program Objectives	Health Promotion Interventions & Capacity Building strategies ¹	Estimated Impacts ⁴ (Qualitative &/or Quantitative)	Estimated ² Reach	Timelines & by which agency ⁴	Estimated Costs ⁵
Objective 2: Maximise physical, psychological and social functioning to enable participants to live productively and with confidence	Screening, individual risk assessment and immunisation <ul style="list-style-type: none"> Screening target population to identify risk factors. 	<ul style="list-style-type: none"> % of participants feeling more confident within themselves to undertake the program once completing the screening process. % of the community informed of all stages of the program as a result of local media campaigns. % increase of participants feeling more aware of methods to improve and maintain their health. Nos of groups extending past the life of the program Increased referrals to and from the program by participating stakeholders % of employees educated report an increase in knowledge and skill. 		<ul style="list-style-type: none"> ongoing PDCHC staff 	
	Social marketing /Health information <ul style="list-style-type: none"> Reg. Editorial pieces in newspaper and community radio station 			<ul style="list-style-type: none"> Ongoing PDCHC 	
	Health education and skill development <ul style="list-style-type: none"> Provision of planned health related sessions in program 			<ul style="list-style-type: none"> PDCHC 	
	Community action <ul style="list-style-type: none"> Develop and promote self-help group and support groups 				
	Settings and Supportive Environments <ul style="list-style-type: none"> 				
	Organisational Development <ul style="list-style-type: none"> Establishing a stakeholders group to maximize the capacity of services to respond in a coordinated way to promoting and maintaining heart health 			<ul style="list-style-type: none"> Stakeholder group members 	
	Workforce Development <ul style="list-style-type: none"> Provision of information to workplace employees/management to increase skills and knowledge of heart health related concerns. 			<ul style="list-style-type: none"> PDCHC & stakeholder members 	

	Resources <ul style="list-style-type: none"> • Health Promotion funding utilised to implement program. • Partner agency support with venue, education facilitators and fitness trainers. 	<ul style="list-style-type: none"> • Increased capacity to work in a coordinated health promotion program 		<ul style="list-style-type: none"> • PDCHC • P&Dist Hosp. • YMCA 	
Total Budget per Objective					\$20,000

Women on a Mission

Program Goal: To develop and improve skills of trust, positive social interaction and positive self-esteem in women from low socio-economic background.

Population Target Group/s: Women from low socio-economic background

Program Objectives	Health Promotion Interventions & Capacity Building strategies ⁶	Estimated Impacts ⁷ (Qualitative &/or Quantitative)	Estimated ⁸ Reach	Timelines & by which agency ⁹	Estimated Costs ¹⁰
Objective 1: To work with women from a low socio-economic background to identify issues and facilitate positive change in relevant areas	Screening, individual risk assessment and immunisation	<ul style="list-style-type: none"> • Increase in number of women enrolling in the course • % of participants report increase in self esteem and skill development • nos of target group who participate in curriculum development, etc. • Consultation with the target group to provide a format that they are comfortable with • Increased coordination and networking between partner agencies to reduce barriers to the target group • Working party report an increase in their skills to implement health 			
	Social marketing /Health information Low scale promotion with identified target group. Information developed from statewide projects and according to need		12 women	July 2003 Team	
	Health education and skill development 13 week program for women on identified psychosocial health issues		12 women	October 2003 Facilitators	
	Community action Consultations with women from low socio-economic background on course content, identified needs to be addressed in course and enablers and barriers to participation in such a course		12 women	June 2003 Team	
	Settings and Supportive Environments Neighborhood houses as a safe place to learn		2 houses	October 2003 Neighborhood house staff	
	Organisational Development In partnership with local neighborhood houses and other services in community with ability to offer support, information and education		2 houses 10 services	October 02 – December 03 Team	
	Workforce Development Appropriate information needed on a variety of identified topics Attend facilitators course		1 staff	March 03 – September 03 Team Facilitators	

	Resources Best practice models and information on selected topics	promotion practices in the future.	3 stakeholders	October 02 – September 03 Team	
Total Budget per Objective					\$20,000

Making Cents with Food Health Promotion Program Plan

Program Goal: to improve the awareness and skills associated with improved nutrition and food safety in people of lower socio-economic, low literacy and indigenous groups within Hamilton community.

Population groups: *Low socio-economic, low literacy and indigenous groups*

Program Objectives	Interventions/Capacity Building strategies	Estimated Impacts ¹ (Qualitative &/or Quantitative)	Estimated Reach ²	Timelines & By Whom ²	Staff costs (including staff oncost)	Consumables Costs	Total cost
Objective 1: Budget for Making Cents with Food Project to improve client health, social and economic status through a collaborative health project.	Screening, individual risk assessment and immunisation Heart Smart	Individual awareness of CVD risk factors	10 members of target groups	Cathy Armstrong Sue Brumby	15 x \$38.00	Screening costs \$200 Stationary \$20	\$790.00
	Social marketing /Health information Linkage with Winda Mara and Hamilton Community House	Increased awareness by target groups of CVD risk factors	10 members of target groups	Working party x 3 staff F.Diprose, T. Plunkett, B. Morton	30 x \$38.00	Stationary \$100	\$1240.00
	Health education and skill development Improved food handling and storage, budgeting, cooking and nutrition	Decreased incidence of food poisoning, increased food budgeting skills, increased cooking skills, decreased CVD	Community	Fleur Diprose, Becky Morton, Cathy Armstrong	40 hours x \$38.00	Stationary \$200 Food \$300 Petri dishes etc \$50	\$2070
	Community action Healthy food section in Safeway and IGA supermarkets	Reduced CVD	Community	Fleur Diprose	20 x \$38.00	Stationary \$150	\$910.00
	Administration and Quality Evaluation	Qualitative and Quantative	Organisations and community	Sue Brumby	100 @ 38.00	Stationary \$100.00	\$3900.00
	Package Development	Development of pack	Community	F. Diprose, B. Morton, T. Plunkett	80 x 38.00	100 300 Manuals	3440.00
Workforce Development Increased knowledge re Koori culture, learning styles and Program Logic	Increased collaboration, increased knowledge re Koori culture, learning styles and Program Logic	Working party and WDHS staff	Beky Morton, Sue Brumby, Tracy Plunkett, C. Armstrong, F. Diprose, L. Leahy	13 hours by 6 staff = 2964.00	Stationary \$100 Consumables 300.00	\$3364.00	

Making Cents with Food Health Promotion Program Plan

Program Goal: to improve the awareness and skills associated with improved nutrition and food safety in people of lower socio-economic, low literacy and indigenous groups within Hamilton community.

Population group/s: *Low socio-economic, low literacy and indigenous groups*

	Resources Use and development of educational material re nutrition, learning styles, Koori culture and Program Logic	Relevant resources available for use	Working party, target groups and staff	Working party and package development resourcing		Stationary and photocopying \$200 Room hire \$200 Meeting costs, Catering Posters	\$1000.00
Total Budget							\$16714.00

F:\community services\louise yole\breasthealth working party\breasthealth folder\Andrea's evaluation\health promotion planning template.doc

Appendix: 'Exercising Safely' Program – Phase 2.

Program Goal: To establish and implement a social marketing strategy for phase 2 of the Exercising Safely program to maximise client health and safe participation in physical activity in the Southern Grampians and Glenelg Region.

Population Target Group/s: Men and women aged 40 years or over, at risk of/or experiencing cardiovascular disease.

Program Objectives	Health Promotion Interventions & Capacity Building strategies ¹¹	Estimated Impacts ¹² (Qualitative &/or Quantitative)	Estimated ¹³ Reach	Timelines & by which agency ¹⁴	Estimated Costs ¹⁵
--------------------	---	--	----------------------------------	---	-------------------------------

Objective 1:	Screening, individual risk assessment and immunisation <ul style="list-style-type: none"> • “Exercising Safely” kit developed in Phase 1 utilised by service providers to screen potential consumers. 	<ul style="list-style-type: none"> • % of participants undertaking screening assessment prior to commencing/or increasing any physical activity. 	Min. 10 people within each participating physical activity setting screened using the Resource kit.	<ul style="list-style-type: none"> • By March 2004. • Service Providers within their own settings 		
	Social marketing <ul style="list-style-type: none"> • Utilisation of South West Sports Assembly and Vic Health networks to promote the ‘Exercising Safely’ Kit. • Working in collaboration with VicFit to develop a marketing strategy. • Promotion of kit in partner agencies by steering committee members. Health information <ul style="list-style-type: none"> • Provision of health info sheets in Resource kit to better inform ‘at risk’ consumers prior to commencing or increasing their level of physical activity. 	<ul style="list-style-type: none"> • % increase in the number of service providers wanting the ‘Exercising Safely’ resource kit. 	Min. 20 agencies/service providers using the kit across the region	<ul style="list-style-type: none"> • By March 04 • PCP • Steering Committee members • VicFit 		\$3,000 consultancy fee with VicFit
	Health education and skill development <ul style="list-style-type: none"> • Consumers can participate safely in their chosen physical activity. 	<ul style="list-style-type: none"> • % of consumers surveyed who feel confident in undertaking safe participation in physical activity 	Min 10 consumers within each participating agency	<ul style="list-style-type: none"> • By March 04 • PCP and participating service providers 		\$1,650 printing
	Community action <ul style="list-style-type: none"> • Working with local community agencies and physical activity providers to establish a steering committee to promote safe participation within the target group utilising the ‘Exercising Safely’ resource kit. 	<ul style="list-style-type: none"> • % of participants surveyed who report an increased awareness of how to participate safely in physical activity as a result of the ‘Exercising Safely’ kit • % of committee members who continue to promote the ‘exercising safely’ resource kit as an effective tool within their own settings 3 months after the trial period has ended. 	Min 10 consumers within each participating physical activity setting. Min 10 service providers who were committee members still utilising the resource kit 3 mths after the completion of the trial period.	<ul style="list-style-type: none"> • By March 04 • PCP staff and service providers • Sept 04 • PCP staff 		\$500 catering for meetings \$1,800 worker time \$600 phone conferencing

	<p>Settings and Supportive Environments</p> <ul style="list-style-type: none"> Establishing a steering committee to develop an implementation and marketing strategy for Phase 2 of the 'Exercising Safely' program. 	<ul style="list-style-type: none"> % of committee members intending to use or reflect health promotion strategies in their own organizations. <ul style="list-style-type: none"> Increased use of resource kit as a screening and health information tool. % staff from participating agencies and service providers report an increase in knowledge and skill. Increase in networking and/or referral to enhance the physical well being of the participating services consumers/members. Increased use in the nos. of kits issued. 	<p>Approximately 80% of agencies and/or service providers approached are participating on the Steering Committee.</p>	<ul style="list-style-type: none"> June 04 Member agencies 	<p>\$4,200 travel \$2,000 worker time \$1,350 Rowena's time on directory in Phase 2</p>
	<p>Organisational Development</p>				
	<p>Workforce Development</p> <ul style="list-style-type: none"> Increasing service providers knowledge and skill base in using the 'Exercising Safely' resource kit through the provision of training sessions Introduce the kit to sporting clubs by providing training sessions with local coaches and/or sporting committees Provision of a service directory for the catchment area to inform providers what is available for their consumers. Networking, communication and capacity building. 		<p>Min of at least 6 training sessions to be run by March 2004.</p>	<ul style="list-style-type: none"> Sept – March 04 PCP and SWSA in consultation with steering committee members. 	
	<p>Resources</p> <ul style="list-style-type: none"> Health promotion budget funding to implement the use of the 'Exercising Safely' kit for service providers for an initial 12 months. 		<p>Approx. 20 providers using the resource kit</p>	<ul style="list-style-type: none"> June 04 Steering Committee. 	
Total Budget per Objective					\$15,000

Penshurst Strength Training Program

Program Goal:

1. To improve the health outcomes of older rural consumers through a leader-training program aimed at skilling health professionals and community members to provide quality strength-training programs.

Population Target Group/s: **Older Adults.**

Program Objectives	Health Promotion Interventions & Capacity Building strategies 1	Estimated Impacts 1 (Qualitative &/or Quantitative)	Estimated 1 Reach	Timelines & by which agency 1	Estimated Costs) 1
To enhance the general well being of people suffering musculoskeletal conditions in the small rural community of Peshurst.	Screening, individual risk assessment and immunisation <ul style="list-style-type: none"> Participants to undertake exercising safely assessment tool before commencing strength training course. 	<ul style="list-style-type: none"> % of participants feeling more confident within themselves to undertake the strength training course. % of target population surveyed as feeling more connected and improved sense of well-being as a result of the local media campaign. % of participants who independently undertake own strength training exercises at their home. % of participants who will continue in the program beyond the 10 weeks if the program continues beyond the initial 10 weeks. Both settings providing the opportunity to run strength training for the Peshurst community Staff from each participating agency report an increase in knowledge and skills about health promotion practices & evaluation Use of health funding to implement the program 	30 - 40 people	Committee Sept 03	\$1100
	Social marketing /Health information <ul style="list-style-type: none"> Use of local media 		30 - 40 people	Committee members May - Sept 03	\$880
	Health education and skill development <ul style="list-style-type: none"> Participants can independently undertake own exercise at home. 		30 - 40 people		\$1100
	Community action <ul style="list-style-type: none"> Will participants continue to use the skills gained, beyond the 10-week course? 		30 - 40 people	Community members of Peshurst	
	Settings and Supportive Environments <ul style="list-style-type: none"> 				
	Organisational Development <ul style="list-style-type: none"> Deliver strength training in rural towns 			Community Health Centre and Sporting club	\$7830
	Workforce Development <ul style="list-style-type: none"> Networking and capacity building between agencies and skilling up staff. 			PCP, Committee members, Regional sports assembly, etc.	\$6600
	Resources <ul style="list-style-type: none"> Purchasing resources and training and utilising budget to implement. 			Stakeholders and committee members	\$3720

Total Budget per Objective

\$22,000 (Inc
GST)