

# HEALTH PROMOTION PLAN 2017-2020

*Terang and Mortlake Health Service*



TERANG & MORTLAKE  
HEALTH SERVICE

## About us

Terang and Mortlake Health Service (TMHS) provide a wide range of health care services to a geographic area of approximately 3,108 km<sup>2</sup> covering the townships/districts of Terang, The Sisters, Ecklin South, Noorat and Glenormiston South (Terang & district) and Mortlake, Caramut, Derrinallum and Woorndoo (Mortlake & district) which are in the Shires of Corangamite and Moyne respectively.

TMHS also invests in health promotion activity, this investment reflects the importance of promoting health alongside the provision of excellent healthcare and rehabilitation services.



## Context

TMHS have developed this health promotion plan to align our effort with the overarching strategic plan and to articulate our vision and activity. TMHS are funded to deliver health promotion activity.

## What is Health Promotion?

### [What is health?](#)

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. It's a basic human right and is essential for a long and happy life. Health promotion has developed into a hugely important area of work across the globe.

## Why invest in health promotion?

Chronic conditions such as type 2 diabetes, heart disease and some cancers as well as anxiety and depression present huge challenges to the health system as they're expensive to treat and burden families and communities through pain and suffering, loss of income or productivity. Death and disability from poor health can be prevented.

Encouraging lifestyle change is one way health promotion works but when we look deeper we see that it's about more than just encouraging lifestyle change there are also more complex underlying elements that contribute to illness. These are known as the social determinants of health and they include income, cultural background, employment, housing, education and social support.

For example if you're unemployed you're more likely to live in poor housing, have limited social support and thus are more likely to experience stress, anxiety, depression and you're more likely to smoke. Similarly if you're from a culturally diverse background you may experience racism which can also lead to stress, anxiety and depression.

Health promotion works to address issues like these by taking action on the things that cause ill-health, i.e. the determinants of health, these include: supporting strong social networks, advocating for respectful relationships, encouraging attitude change, developing healthy safe and supportive communities, ensuring research informs efforts and supports good public policy and works to reduce health inequalities.

## **Our Health Promotion Vision**

Those living in South West Victoria are healthy and thriving.

## Our priority areas

In-line with the Victorian Department of Health and Human Services: “Public Health and Wellbeing Plan 2015-2019”, the Corangamite Shire “Health and Wellbeing Plan 2017-2021” and the Moyne Shire Council “Municipal Health and Wellbeing Plan 2017-2021”, Terang and Mortlake Health Service have decided on the following priority areas:

- Social and emotional health
- Physical health
- A health promoting health service

## Partnerships

Terang and Mortlake Health Service are members of the Heart of Corangamite Network. The Heart of Corangamite Network consists of local professionals with a shared purpose of working together to improve health and wellbeing for the Corangamite community. As part of this commitment, Terang and Mortlake Health Service will:

1. Share and disseminate information with members of the working group and also across each organisation
2. Support, encourage and represent the Network
3. Collaborate whole heartedly with partners
4. Progress actions, as agreed

## Guiding principles

The following principles guide our health promotion planning and decision making, these ensure our sustained investment in health promotion leads to improvements in population health and wellbeing.

We ensure all of our work:

- Is in line with the TMHS Strategic and Health Promotion Plan
- Addresses the environmental and social determinants of health
- Is evidence based or will contribute to building evidence
- Embraces an equity approach
- Considers diversity including gender, culture, ethnicity, age, disability and sexual orientation
- Is developed in collaboration with others
- Creates lasting change

**Priority 1: Social and emotional health (positive mental health and wellbeing)**

**Goal:** More people will feel supported and connected within the local community

\* The key social and economic determinants of mental health are: social connection, physical activity, freedom from violence, discrimination and access to economic resources. In seeking to promote mental health and wellbeing this plan is focusing on improving social connection.

**Objective 1:** By June 2020, one early years setting and two schools will be working towards a whole-of-setting approach in improving social and emotional health

**Objective 2:** By December 2020, an action plan with strategies to improve social connection in the Mortlake community will be developed and delivered

Strategy	Measure	Baseline (2017)	Target
<ul style="list-style-type: none"> <li>Achievement Program in early year's services and schools across Terang, Noorat and Mortlake</li> </ul>	<ul style="list-style-type: none"> <li>Action plan developed</li> <li>Action plan implemented</li> <li>Accredited for the mental health and wellbeing benchmark</li> </ul>	<ul style="list-style-type: none"> <li>early years: 1 action plan developed, 0 action plans implemented &amp; 0 benchmarks accredited</li> <li>schools: 2 action plans developed, 0 action plans implemented &amp; 0 benchmarks accredited</li> </ul>	<ul style="list-style-type: none"> <li>early years: 1 action plan developed, 1 action plan implemented &amp; 1 benchmark accredited</li> <li>schools: 2 action plans developed, 2 action plans implemented &amp; 2 benchmarks accredited</li> </ul>
<ul style="list-style-type: none"> <li>Partner with Moyne Shire Council in the development of social connection action plan</li> </ul>	<ul style="list-style-type: none"> <li>Action plan developed</li> </ul>	<ul style="list-style-type: none"> <li>Municipal Health and Wellbeing Plan has been developed and identifies social connection</li> <li>Action plan with explicit strategies has not yet been developed</li> </ul>	<ul style="list-style-type: none"> <li>An action plan with explicit strategies to improve social connection will be developed and delivered</li> </ul>

**Priority 2: Physical health (includes nutrition, oral health and physical activity)**

**Goal:** More people are selecting the healthy food option and are choosing to engage in regular physical activity

**Objective 1:** By January 2020, mothers will feel more supported to breastfeed in the local community

**Objective 2:** By June 2020, one early years' service and two schools will be working towards a whole-of-setting approach in improving nutrition and oral health

**Objective 3:** By June 2020, fluoridation of the local water supply and school-aged children having greater access to public dental services will be community-wide priorities

Strategy	Measure	Baseline (2017)	Target
<ul style="list-style-type: none"> <li>Support the implementation of the Achievement Program in early year's services and schools across Terang, Noorat and Mortlake</li> </ul>	<ul style="list-style-type: none"> <li>Action plan developed</li> <li>Action plan implemented</li> <li>Accredited for the healthy eating and oral health benchmark</li> </ul>	<ul style="list-style-type: none"> <li>early years: 0 action plans developed, 0 action plans implemented &amp; 0 benchmarks accredited</li> <li>schools: 1 action plan developed, 0 action plans implemented &amp; 0 benchmarks accredited</li> </ul>	<ul style="list-style-type: none"> <li>early years: 1 action plan developed, 1 action plan implemented &amp; 1 benchmark accredited</li> <li>schools: 2 action plans developed, 2 action plans implemented &amp; 1 benchmark accredited</li> </ul>
<ul style="list-style-type: none"> <li>Support Deakin University with the roll out of the Obesity Prevention project in Terang and surrounds</li> </ul>	<ul style="list-style-type: none"> <li>To be confirmed</li> </ul>	<ul style="list-style-type: none"> <li>To be confirmed</li> </ul>	<ul style="list-style-type: none"> <li>To be confirmed</li> </ul>

<ul style="list-style-type: none"> <li>Advocate for fluoridation of local water supply and greater access to public dental services</li> </ul>	<ul style="list-style-type: none"> <li>The amount of support for fluoridation of water supply</li> <li>The amount of support for access to public dental services</li> </ul>	<ul style="list-style-type: none"> <li>Corangamite Shire have listed fluoridation of the local water supply as a priority in their Municipal Health and Wellbeing Plan</li> <li>Conversations have been had around an ongoing public dental service for school children</li> </ul>	<ul style="list-style-type: none"> <li>Fluoridation of the local water supply is a community-wide priority</li> <li>Access to public dental services is a community-wide priority</li> </ul>
<ul style="list-style-type: none"> <li>Coordinate the Australian Breastfeeding Association's 'Breastfeeding Welcome Here' project across the Corangamite and Moyne Shire</li> </ul>	<ul style="list-style-type: none"> <li>Number of new sites accredited as part of the Australian Breastfeeding Association's 'Breastfeeding Welcome Here' project</li> <li>The development of a local directory of sites/venues that a mother can feed and change her baby</li> </ul>	<ul style="list-style-type: none"> <li>Current number of accredited sites: Terang 17 sites, Noorat 2 sites and Mortlake 11 sites</li> <li>A local directory or equivalent does not exist</li> </ul>	<ul style="list-style-type: none"> <li>Number of accredited sites: Terang 20 sites, Noorat 2 sites and Mortlake 13 sites</li> <li>A directory of local sites/venues that a mother can feed and change her baby will be developed</li> </ul>
<ul style="list-style-type: none"> <li>Work in collaboration with the Heart of Corangamite Network to implement Walk to School and Active April</li> </ul>	<ul style="list-style-type: none"> <li>Number of schools participating and logging their hours for Walk to School</li> <li>Number of TMHS employees participating in Active April</li> </ul>	<ul style="list-style-type: none"> <li>4 schools in Terang and Noorat participated in Walk to School, but only 3 logged their hours</li> <li>13 TMHS employees participated in Active April</li> </ul>	<ul style="list-style-type: none"> <li>4 schools in Terang and Noorat participate in Walk to School and 4 are logging their hours</li> <li>At least 20 TMHS employees participate in Active April on an annual basis</li> </ul>



**Priority 3: Health promoting health service**

**Goal:** Terang and Mortlake Health Service will become a health promoting health service

\* The WHO Health Promotion Hospital Standards guide this activity and articulate goals across health literacy, staff health and wellbeing, health promotion understanding and policy and community connection.

**Objective 1:** By December 2019, more Terang and Mortlake Health Service employees will understand health promotion

**Objective 2:** By June 2020, Terang and Mortlake Health Service will have a health and wellbeing team that are actively working towards achieving the benchmarks of the Achievement Program

Strategy	Measure	Baseline (2017)	Target
<ul style="list-style-type: none"><li>○ Update the Terang and Mortlake Health Service Health Promotion policy using a health literacy lens</li></ul>	<ul style="list-style-type: none"><li>○ Updates to the policy have been made</li></ul>	<ul style="list-style-type: none"><li>○ Policy has not been updated since development in 2015</li></ul>	<ul style="list-style-type: none"><li>○ The policy has been updated and considers health literacy</li></ul>
<ul style="list-style-type: none"><li>○ Educate staff through the facilitation of a health promotion/staff health and wellbeing mandatory training session</li></ul>	<ul style="list-style-type: none"><li>○ % of staff that attended mandatory training over a 2 year period</li></ul>	<ul style="list-style-type: none"><li>○ 0% of all staff have received health promotion/staff health and wellbeing training</li></ul>	<ul style="list-style-type: none"><li>○ 90% of all staff have received health promotion/staff health and wellbeing training</li></ul>

<ul style="list-style-type: none"><li>○ Support the implementation of the Achievement Program across all 3 campuses at Terang and Mortlake Health Service</li></ul>	<ul style="list-style-type: none"><li>○ Health and wellbeing group established</li><li>○ Action plan developed</li><li>○ Action plan implemented</li><li>○ Accredited as per the chosen benchmarks</li></ul>	<ul style="list-style-type: none"><li>○ No current action plan</li><li>○ 0 benchmarks accredited</li></ul>	<ul style="list-style-type: none"><li>○ Health and wellbeing group established</li><li>○ Action plan developed</li><li>○ Action plan is being implemented</li></ul>
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