



# **Winchelsea Health and Wellbeing Project Implementation & Evaluation Report**

**August 2015**

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## Executive Summary

The Winchelsea Health and Wellbeing Plan forms a part of the broader Winchelsea Health and Wellbeing Project. Barwon Medicare local, Surf Coast Shire and key stakeholders in the Winchelsea community were engaged to develop the Winchelsea Health and Wellbeing Profile which identified health and wellbeing priority areas of need in the community. Key areas identified in the action plan included increasing levels of service provider engagement, exploring opportunities to increase access to youth health services and activities, increasing community participation, exploring food security issues and promoting services.

A wide range of activities were undertaken to address these priorities including;

- The Winchelsea and District Health and Wellbeing Expo, run in partnership with Eastern Reserve Committee of Management and the Winchelsea Football and Netball Club.
- Activities to increase access to health services and activities for younger people such as a breakfast club and movie night
- Grow your own food activities engaging the school and kindergarten with the community garden and men's shed
- Development of a service provider network and service map

Evaluation of the key areas of focus for the project has identified the overall success of the project through;

- An increase in the level of service provider engagement, primarily through increased communication and the development of the service provider action plan
- Increased engagement with young people and development of activities that support participation and social connection. Underpinning the engagement is opportunities to provide information to youth and their families about services available to young people
- Provision of education and resources to families aimed at increasing food security through development of skills to grow their own food and knowledge of available support services
- Increased community participation through development of new initiatives to promote involvement such as the U3A
- Leveraging of funds and in kind support beyond Council's contribution to the project
- Sustainability of activities beyond the project period e.g. movie night, U3A etc.

The success of the project is also due to the great ideas generated by the community. It has helped to build the profile of the role of Council in health and wellbeing, and community members have a better understanding about how communities can work together to achieve improved health and wellbeing outcomes for its members.

## Background

The Winchelsea Health and Wellbeing Plan forms a part of the broader Winchelsea Health and Wellbeing Project, which aims to achieve sustainable improvements in the health and wellbeing of the Winchelsea community. The SEIFA score for the Winchelsea Township comes in just above the score of the fifth most disadvantaged municipality in Victoria; it is a community that would achieve identified benefits through improving health and wellbeing measures. A partnership was formed between Barwon Medicare Local (BML), Surf Coast Shire and key stakeholders in the Winchelsea Community to develop the Winchelsea Health and Wellbeing Profile.

The Profile was a yearlong project aimed at researching the health and wellbeing issues and needs of the Winchelsea community. Barwon Medicare Local held the lead agency role during this process. The development of the profile involved desktop research, a community survey and creation of the Winchelsea Steering and Reference Group to help guide the project and provide local knowledge.

The completed profile summarised the key areas that would benefit from focussed action aimed at improving health and wellbeing outcomes in Winchelsea. Some of the most important areas included food security, access to affordable and nutritious food, service availability, Youth health and engagement and community connection/participation

To respond to these issues, the Winchelsea Health and Wellbeing Steering Committee created an implementation plan guided by the information from the Profile. This implementation plan was adopted as a health and wellbeing planning initiative undertaken by the Surf Coast Shire, under the auspice of the Surf Coast Shire Health and Wellbeing Plan. A Health and Wellbeing Officer was employed three days a week to undertake the activities from the implementation plan. A report of the activities undertaken from the implementation plan is included in the next section.

## Winchelsea Health and Wellbeing Action Plan Report – January – August 2015

Objective	Action	Outcome	Next Steps
<b>1. Expand the Community Directory</b>	1.1 Review the directory to ensure all relevant services are included. Connect with relevant stakeholders to confirm information and update	Meetings held with key stakeholders	Completed
	1.2 Explore the potential for the directory to be developed into an online or app format	Growing Winch Inc. have taken responsibility for maintaining the Directory and are aiming to make it available online late 2015.	Growing Winchelsea Inc. leading this project
	1.3 Promote the directory as a valuable community resource	Growing Winch Inc have received funding to promote the Directory, and organised a launch event in 2014.	Growing Winch Inc. to lead future activity
<b>2. Increase Levels of Service Provider Engagement</b>	<p>2.1 Develop a service provider network for Winchelsea to improve communication and knowledge of available services by:</p> <ul style="list-style-type: none"> <li>• Understanding the current status through mapping any existing networks and meeting schedules</li> <li>• Promoting the importance of connection, regular meeting and information sharing</li> </ul>	<p>Current Networks researched and services invited to join a network. Winchelsea Service Provider Network developed and three meetings held so far (19 March, 30 April, 6 August).</p> <p>The network agreed bi-monthly meetings</p> <p>Key priority areas for 2015 activity and action have been endorsed by the group:</p> <ol style="list-style-type: none"> <li>1. Advocacy around services into community</li> <li>2. Service mapping and cross promotion</li> <li>3. Older adults outdoor physical activity</li> </ol>	2015/16 meeting schedule and priority plan developed. Council will continue to provide admin support. The group will implement key priority areas for action over the next 12 months.

Objective	Action	Outcome	Next Steps
	2.2 Developing connection with GP's and including them	Meetings held with Winchelsea Medical Clinic and invitations given to attend Service Provider Network.	Surf Coast Shire will continue to invite Winchelsea Medical Clinic and encourage other services to make the connection
	2.3 Explore the potential of a forum for service providers rather than a network	Meetings were held with key stakeholders to organise the Winchelsea and District Health and Wellbeing Expo. The Winchelsea and District Health and Wellbeing Expo was delivered in partnership with Eastern Reserve Committee of Management and the Winchelsea Football and Netball Club. Services present on the evening included Leisure Networks, Moksha, Headspace, Hesse Rural Health, HIPPY, HM Kinder, Playgroup, Mainly Music, Occasional Care, NDIA and Barwon Youth. Approximately 200 people attended on the night.	Service provider expo was a success and the Service Provider Network will review the conduct of future expo opportunities as part of their work prioritisation.
	2.4 Include connection with Barwon Medicare Local (BML) allied health project	Meeting held with BML and Information sent regarding BML allied health project. The services are being provided through Winchelsea Medical Clinic	Completed
<b>3. Review and update the Health profile as data sources are available</b>	3.1 Liaise with Social planner to understand data sources Review timing of release of information	With the help of the Shire's Social Planner and Barwon ML, the profile was reviewed and updated as required.	This document will be made available on the Surf Coast Shire website.
	3.3 Present updated data to working group	The working group reviewed and provided input into the final profile. Once the profile was completed the working group ceased in its current form with a recommendation to develop the Winchelsea service provider network	Profile update is scheduled for presentation at the next Winchelsea Service Provider Network.

Objective	Action	Outcome	Next Steps
<p><b>4. Explore opportunities to increase access to Youth Health Services</b></p>	<p>4.1 Investigate opportunities to expand the provision of Youth health services in Winchelsea</p>	<p><b>Clubs that Care</b> Meetings held with various organisations, community members and youth. Leisure Networks have developed the Clubs that Care program which is designed to train key people at each level and age group of the club as Health and Wellbeing Officers. The training will be focussed on issues around drugs and services that are available.</p> <p><b>Movie Afternoon</b> A meeting was held with a group of younger people to seek ideas for activities in Winchelsea. As a result, Two movie afternoons were organised for Sunday May 17 with three attendees and Friday July 17 with six attendees. Feedback gathered at the sessions will be used to inform future opportunities and events.</p> <p><b>Breakfast Bus Club</b> The aim of breakfast club is to increase access to health information for young people. Two breakfast club events have been held, first on May 6 with Hesse Rural Health; 30 younger people participated. The second was held June 10 with Headspace and 15 younger people participated. The Winchelsea Lions Club support the program through the provision of the breakfast and assist in establishing links between younger and older people in Winchelsea</p> <p><b>Winchelsea Young Mums</b> The youth team have created a program to engage with young mums. The focus of this program is to focus on job readiness</p>	<p>Winchelsea Football and Netball Club has expressed interest in being part of this program and broadening it to include Hesse Rural Health. Winchelsea Football and Netball Club will lead this program.</p> <p>The movie afternoon/opportunity for younger people to hang out will be led by Council's Youth Development Team as part of the Engage program. The aim of the Engage program is to support and empower young people in Winchelsea to take the lead and organise these events themselves.</p> <p>The breakfast/afternoon club will continue to be facilitated by Council's Youth Development Team through the Engage Program. The Youth team and Health and Wellbeing Officer will to work together to transition this project over the coming months. The next event is planned for term four. The Lions Club will continue to support this activity. These findings and opportunities will be integrated as part of the broader health and wellbeing plan.</p> <p>The program will be ongoing as part of Council's Youth Development Team work and funded through the Engage program.</p>

Objective	Action	Outcome	Next Steps
	4.2 Network with the Youth team to understand planned activities. Map currently available youth services Review data collated through the development of the early years and youth strategy	Meetings held with youth team and a plan for future activities developed. Data was collection for the development of the youth strategy indicated lower levels of participation in Winchelsea	Bendigo Bank have expressed interest in working with the youth of Winchelsea and funding a project. A meeting will be held with the Board in August to provide information about the findings from this project.
	4.5 Identify service gaps and develop a discussion paper for the steering group on findings	Service gaps were identified in the youth and dental health areas and mapped and reported to the Winchelsea Health and Wellbeing Steering Committee in February 2015.	The Service Provider Network has identified advocacy of services as a key priority and will be working on this as part of their 2015/16 program of activity.
<b>5. Increase Community Participation</b>	Investigate the potential to implement more community based activities in Winchelsea such as walking groups, cultural activities, volunteering and youth engagement events for example: <ul style="list-style-type: none"> <li>• <i>Alcohol and drug awareness programs</i></li> <li>• <i>Youth mental health services and programs for Winchelsea</i></li> <li>• <i>visible outdoor exercise</i></li> <li>• <i>possible grant from GMHBA</i></li> <li>• <i>Heart foundation walking program</i></li> </ul>	<p><b>Winchelsea U3A Campus</b> Meetings held with various community groups, services and community members exploring interest in a U3A. Meetings held with Surf Coast U3A to establish Winch Campus of U3A.</p> <p><b>Winchelsea Health Club</b> Meetings have been held with the Winchelsea Health Club regarding outdoor exercise and increasing membership of all ages to the gym. There has been an increase of 10 younger people who have joined the gym.</p> <p><b>Responsible Serving of Alcohol</b> Leisure Networks delivered the Responsible Serving of Alcohol which was held at Winch Netball and Football club on 24 June. The purpose of the evening was to provide information of drug and alcohol misuse issues whilst providing younger people with job opportunities. It was a successful evening with 25 people participating</p>	<p>A Winchelsea Steering Group has been formed to coordinate and help launch the Winchelsea campus of U3A. A tutor has been identified and Surf Coast U3A will support the group going forward</p> <p>These findings and opportunities will be integrated as part of the broader health and wellbeing plan.</p> <p>Completed.</p>



Objective	Action	Outcome	Next Steps
	5.2 Review current suite of community activities. Seek involvement and input from the community about activities of interest. Develop and support an implementation plan for community led activities with a focus on sustainability	Current suite of community activities reviewed. Gaps found in the arts, culture and music areas. Conversations held with groups and individuals in community regarding activities.	There are several plans to support community participation including the U3A, Winchelsea Service Provider Network, Breakfast Bus Stop and Expo. Further work is required to support the U3A being established, the Service Provider Network through admin support and Breakfast Bus Stop becoming sustainable (in collaboration with the youth team).
<b>6. Understand the Winchelsea service system</b>	6.1 Conduct a community survey to identify further information regarding access to services in the community including service gaps, service integration and service knowledge.	A recent survey has been conducted to identify service gaps and service knowledge. Informal conversations held with community to confirm survey results. Community still unaware of some services that are available. These services have been invited to attend Service Provider Network	The Service Provider Network has identified promotion of services as a key priority and will be working on this as part of their 2015/16 program of activity.
<b>7. Increase accessibility to public internet</b>	7.1 Explore opportunities to provide public internet access at the Community House (Advocacy)	Meeting held with Winch House and it was found there is already existing internet provided by the House.	This will be promoted through the Service Provider Network as part of their key priority of promoting services.
<b>8. Explore food security issues</b>	8.1 Review the availability of food relief services in Winchelsea.	Review of food relief service completed with findings that the service had ceased. A new provider (St Vincent de Paul) has been identified and recommended the service.	St Vincent de Paul to continue to provide service.
	8.2 Promote opportunities for people to grow their own food	<b>Grow it Local Sensational Seed Sprouting Sessions</b> A pilot project involving the Winchelsea primary school, Winchelsea community garden, Winchelsea Men's Shed and Surf Coast Shire aimed at increasing awareness about growing your own food for children and families.	The program will continue to be provided as a partnership between the Winchelsea Primary School the Men's Shed and Community Garden as part of the primary school educational program.

Objective	Action	Outcome	Next Steps
		<p>Two "Grow it Local Sensational Seed Sprouting Sessions" were organised as part of the pilot. Both sessions were successful; the first session held at the kindergarten involved 13 children and 9 parents with children taking home their freshly planted seedlings.</p> <p>The second session held at the Community Garden and facilitated by the Men's Shed involved 19 primary school children and 6 parents with children planting out boxes of veggie seedlings.</p> <p><b>2 and 5 Buyer's Group</b></p> <p>The 2 and 5 buyers group has been identified as an option to increase access to affordable fresh food. A The Winchelsea Kinder Committee initially agreed to take responsibility for beginning the Buyer's Group from 2 and 5. However, since the meeting have suggested the CWA may be better placed to take on this role</p> <p><b>Affordable Cooking Classes</b></p> <p>Moksha Health and Wellbeing want to provide families with affordable cooking classes.</p>	<p>Approach CWA regarding Buyer's Group</p> <p>An initial meeting needs to held between the primary school and Moksha to begin these classes</p>
<p><b>9. Map and promote available services</b></p>	<p>9.1 Compile a service map of allied health and specialist services available in Winchelsea</p> <p>Work with GP's to understand regular referral services and any service gaps</p> <p>Promote available services to the community through the directory and other mechanisms</p>	<p>Service Map compiled. Meeting held with GPs</p>	<p>The main advocacy for services will be conducted through the Winchelsea Service Provider Network which was established through his project.</p>

Objective	Action	Outcome	Next Steps
	9.2 Advocate to service providers to support outreach service provision in Winchelsea for required services	Meetings held with youth health services regarding outreach Headspace and Barwon Youth not receiving referrals for outreach. These services have been invited to attend the Service Provider Network to connect in with local services	This has been identified as a key priority for the Service Provider Network to progress.
	9.3 Liaise with BML and Hesse Rural Health regarding current allied health provision	Meetings held with BML and Hesse Rural Health Map created of current allied health provision	This data is available on Trim. This information will also be made available online and a service booklet/flyer created for distribution in Winchelsea
<b>10. Advocate for improved access to dental services</b>	10.1 Work with Barwon Health to negotiate improved access to dental services. Investigate the commencement of a new Barwon Health mobile dental service	Connection made with Barwon Health, they are unable to provide any other dental services given Winchelsea residents can access Geelong and Colac services. Barwon Health visited with the dental van on March 10 for 3 weeks.	No further action
	10.3 Map available dental health services	Dental services mapped	This data is available on Trim. This will be promoted through the Service Provider Network as part of their key priority of promoting services and information will also be made available online and a service booklet/flyer created for distribution in Winchelsea
<b>11. Advocate for school bus service between Winchelsea and Torquay</b>	11.1 Develop an advocacy campaign to secure school bus connection between Winchelsea and Torquay.	Data gathered through a parent survey indicates strong support for a school bus service between Winchelsea and Torquay (via Moriac) School principals and Council staff have met to discuss advocacy options on the basis of community feedback.	The School Principals will be using information gathered from parents to create an advocacy letter to DET and PTV. The Schools have requested Council to also advocate on this issue
<b>12. Contribute HWB findings to Growing</b>	12.1 Provide information and findings, particularly regarding education and	The Winchelsea Health and Wellbeing Research Report and action plan have been provided as input to the Growing Winchelsea project. The final documentation	Implementation of the structure plan will include engagement with health and wellbeing staff on related areas

Objective	Action	Outcome	Next Steps
<b>Winch Project</b>	employment priority areas identified in the Winchelsea Health and Wellbeing Project to the Growing Winch project for inclusion in longer term structure planning.	includes reference to this work in relation to childcare developments	
13. <b>Increase access to community education programs</b>	13.1 Increased the number of community education programs available through the Neighbourhood House.	Work has been undertaken with Winch House to explore the development of a community engagement template aimed at increasing understanding of demand/need for new programs.	Winch House will lead any further action.
14. <b>Improve access to long day child care</b>	14.1 Explore and develop childcare options in Winchelsea including long day child care, Family Day Care Occasional Care and Kindergarten with wrap around childcare	A key stakeholder group comprising Hesse Rural Health, Bendigo Bank, Growing Winch Inc and Surf Coast Shire have commenced discussions regarding development of long day care in Winchelsea	A plan to further explore this issue and future opportunities is currently under development

## Budget

Council has allocated \$50k for the coordination of this project with the aim of the funding to develop sustainable service and programs that can continue following the initial funded part of the project.

The community strongly supported the program with their funds, time and resources. While a large number of people gave their time for meetings and research, the table includes stakeholders that assisted with specific events.

\*A nominal value of \$25 per hour for volunteers and \$45 per hour for professional employees has been used to calculate in-kind time.

### Summary of In-kind and other funding to support HWB Project

Activity	Funding from other sources	In-kind Contributions*	Total
<b>Winchelsea Health and Wellbeing Expo</b>	Funding from Engage Project was used to fund Street Surfer Bus (\$350)	Casuarina Farm -fruit and veg box for the door prize (\$40) Eastern Reserve Committee of Management, and Winchelsea Football and Netball Club helped organise the Expo (\$375) Services attending the Expo (\$1980)	\$2745
<b>Service Provider Network</b>		Service providers attending meetings (\$915)	\$915
<b>Movie Afternoon</b>	The movie afternoon bean bag hire, catering and entertainment was funded through youth drug and alcohol project (\$850)	Winch House room fee (\$44) committee member attended the 17 May event (\$75) Community volunteer attended event 17 July (\$100)	\$1069
<b>Breakfast Club</b>	Bendigo Bank sponsored three breakfast club mornings (\$240)	Winch Lions Club cooked the breakfast for younger people on both mornings (\$450) Hesse Rural Health attended first morning, Headspace attended second (\$140) Meetings with Bendigo Bank (\$135)	\$965
<b>Responsible Service of Alcohol training course</b>	The youth team funded Leisure Networks to deliver an accredited Responsible Serving of Alcohol for 25 Winchelsea residents(\$880)	Community volunteers helping to organise event (\$75)	\$955

Activity	Funding from other sources	In-kind Contributions*	Total
<b>Winchelsea U3A</b>		Winch Senior Citizens offering room free of charge (\$75) Winch Star promotion of U3A free of charge (\$375) Surf Coast U3A are providing software (\$2500) Community volunteers helping to set up the Winchelsea U3A campus (\$225)	\$3175
<b>Sensational Seed Sprouting Sessions</b>	\$1000 provided by Surf Coast Shire Sustainability department for seeds, soil and membership	Men's Shed donated sausages (\$50) Foam boxes (\$200) Gardening lesson from Men's Shed and community Volunteer (\$200)	\$1450
<b>Total</b>	\$3,320	\$8,004	\$11,324

## Partnerships

A significant number of local and regional organisations and stakeholders partnered with the Surf Coast Shire Council throughout this project. One of the greatest strengths of this project was the number of organisations and stakeholders involved. Each of these organisations contributed time and resources to the project.



## Evaluation

Overall it is considered this has been a successful project. A major achievement has been the development and strengthening of relationships and partnerships between external organisations and Winchelsea community. Of the many actions identified in the plan there were four key areas for action that are considered the most time intensive including increasing levels of service provider engagement, exploring opportunities to increase access to youth health services, increasing community participation and exploring food security issues. Progress was made in all areas as noted in the action plan summary however with the less time intensive areas for action achieved earlier on in the project.

Evaluation of the major areas of focus included:

The Winchelsea and District Health and Wellbeing Expo and Winchelsea Service Provider Network, helped to **increase levels of service provider engagement**. The expo promoted services to the local community. The service provider network has been successful in improving connections between services in Winchelsea. The Network has identified key priority areas for action to address over the next 12 months including advocacy for services into Winchelsea, promotion of services and activities for older adults. It has been challenging engaging some service providers during this project with workload pressures often cited as the barrier to participation rather than lack of interest or value. Further work will be to be done to engage relevant services within the Network. Overall, both the expo and network have been successful in achieving the desired outcome of increased levels of service provider engagement. The service provider network will continue to resource this activity.

**Exploring opportunities to increase access to youth health services** was one of the most difficult aspects of this project; however based on community and service provider feedback, it was one of the most needed areas for action. Extensive time was spent engaging with younger people, building relationships and awareness of Council. The project has been effective in raising awareness amongst service providers of the issues younger people face in Winchelsea and the need for these services to provide outreach in Winchelsea. Activities were promoted through various mediums but attendance at events was lower than anticipated. While early participation has been lower than desired with each subsequent event the numbers are increasing and feedback is positive. A strategy to help increase participation rates is for younger people to be engaged to organise and promote events. Advice and support from Council's Youth Development Team has been invaluable in both service development and future sustainability of programs for young people in Winchelsea.



The community are very passionate about investing in and supporting the youth of Winchelsea and the Health and Wellbeing project has provided a vehicle to connect community, service providers and young people with the overall aim of improving opportunities for young people locally. This project has been successful in building partnerships with key organisations and working together to support the youth of Winchelsea. The youth of Winchelsea need to remain on the agenda for service providers. Progress on this action has been positive and to ensure sustainability and ongoing engagement the Youth Development Team will lead key projects for young people in Winchelsea as part of Council's FreeZa and Engage Programs. Further work is being explored with the Bendigo Bank who are interested in pursuing a youth based project for Winchelsea.

Activities to **increase community participation** were varied and targeted at all ages. There are several plans to support community participation including the U3A, Winchelsea Service Provider Network, Breakfast Club and Expo. There are many opportunities for the Winchelsea Health Club as it is a great community resource however it could be more widely promoted and partnerships created with existing groups and organisations for use of the facilities. The activities explored to increase community participation have been effective and each activity has partnered with other services to ensure they are able to be sustainable. A good foundation has been established with resources identified and connections made to ensure there is ongoing support and sustainability for these activities

Partnering with the Winchelsea Community Garden, Winchelsea Primary School and Helen Mary Kininmonth Preschool has been a very effective activity in **exploring food security issues**. The approach taken to promote opportunities for people to grow their own food was achieved by gaining buy in and excitement of the children, which leads to engagement with parents. The gardening lessons were a great success, however parent engagement was not achieved to the level desired. Parent engagement has been difficult in Winchelsea and an opportunity exists to explore other avenues of communication and relationship building with parents. Overall, this activity has been successful and could be used as a model for other locations in the Shire. The development of intergenerational relationships and opportunities were also a key outcome of this project and this will continue through the ongoing "seed sprouting sessions" which will be led by the school as part of their educational program going forward.

**Volunteers** from the community were critical to the success of the Winchelsea Health and Wellbeing project. It is important to acknowledge that many of the people working on these activities were volunteers with a range of other commitments so their time contribution to this project is highly valued.

This project has been very worthwhile and beneficial to the community, Council contributed funding for this project through the Health and Wellbeing Officer position and the community also contributed through their time and in-kind support. The biggest strengths of this project have been the relationships and connections built with service providers and community members. The success of the project is due to the great ideas generated by the community. It has helped to build the profile of Council and community members have a better understanding and appreciation about how communities can work together to achieve improved health and wellbeing outcomes for its members.