



# City of Yarra Municipal Public Health Plan (MPHP) 2005-2008

## MPHP Action Plan 2007-08

The City of Yarra MPHP Action Plan 2007-08 replaces the actions contained in the full version of the City of Yarra MPHP 2005-2008, which was adopted by Council in December 2005.

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## Preamble

The City of Yarra's MPHP 2005-2008 is based on a social model of health, which seeks to address the social, economic, cultural and political determinants that will improve the health and well being of our community. This includes a commitment to address *health inequalities*, defined as "disparities in health status that result from social and economic influences (such as rates of illness and death or self-rated health) that are avoidable and unnecessary (VicHealth, 2005)."

In adopting this approach, the MPHP Action Plan 2007-2008 identifies a number of target populations most at risk of experiencing health inequalities. This position is supported internationally by the World Health Organisation and more locally, by the Department of Human Services through its Local Government Municipal Public Health Planning Framework, *Environments for Health*.

In line with the overall structure of the MPHP, the MPHP Action Plan 2007 – 2008 seeks to influence community health and well being through five key areas as identified through previous research and consultation. They are:

1. Social Connectedness
2. Healthy Living
3. Healthy Environments
4. Research, Planning and Partnerships
5. Income Security

Under each of these key areas sits a related **goal**, a statement conveying a long term outcome which will impact on health and well being. Each goal contains a number of related **objectives**, stating what must occur in order for that goal to be achieved. The **actions** listed under each objective detail the strategies or interventions relating to how the objectives will be achieved.

Beside each action there is a column designed to inform which area of Council has **responsibility** for undertaking this action and a column indicating which health **environment** the action works across. These environments relate to Council's roles in influencing the Social, Built, Natural and Economic environments as set out in the *Environments for Health* framework described above. Another environment, Structural, has been included to refer to actions relating to Council processes such as research and planning.

Four specific health priorities have been identified as a focus for the MPHP Action Plan 2007 - 2008:

1. **Mental Health**
2. **Women's Health**
3. **Healthy Weight and Food Security**
4. **Research and Evaluation**

These health priorities have been aligned with the objectives of the Action Plan and are indicated in bold with a specific objective.

In providing a framework to address identified health and wellbeing priorities, the MPHP Action Plan 2007 – 2008 is not intended to convey every action that Council is undertaking that is currently or will impact on health. Related plans and strategies are listed in the full Yarra MPHP 2005 - 2008 report.

## Social Connectedness

**1. Goal: Undertake to build social connectedness for at risk groups in Yarra, including Indigenous communities, homeless people, people with disabilities, older people, women, young people and newly arrived communities.**

### OBJECTIVE

1.1 To provide more opportunities for social interaction and economic participation for members of the community at risk of **mental health** issues.

Action	Responsibility	Environment (s)
1.1.1 Work with local businesses to provide employment opportunities for socially excluded groups in Yarra.	Community Planning & Advocacy Economic Development	Social Economic
1.1.2 Integrate mental health promotion interventions into the <i>Metro Access Community Plan</i> with a focus on physical activity and movement for those with a disability.	Community Planning & Advocacy Aged & Disability Services	Social
1.1.3 Focus on young people from emerging migrant communities by integrating a generalist youth work support role into the existing Youth Programs Officer positions.	Youth Services	Social Natural Economic
1.1.4 Partner with the Department of Victorian Communities and Rotary Club of Richmond to implement the Go For Your Life Street Party Kits, including a free BBQ to encourage neighbourhood street parties.	Arts & Cultural Services	Natural Social

1.1.5 Partner neighbourhood houses to promote walking groups for more socially isolated residents.	Strategic Transport Planning Aged & Disability Services	Social Natural
1.1.6 Promote opportunities for interaction at Yarra Libraries including: <ul style="list-style-type: none"> <li>▪ The engagement of Arabic speakers through the promotion of the new Arabic-speaking staff member and collection at Collingwood Library</li> <li>▪ Develop the Baby BookStart Program, aimed at encouraging parents to read to their babies and foster early literacy while providing opportunities for parents to connect socially</li> <li>▪ Develop new book groups targeting young people</li> </ul>	Yarra Libraries	Social

## OBJECTIVE

1.2 To increase community knowledge of the protective and risk factors contributing to **mental health**.

Action	Responsibility	Environment (s)
1.2.1 Provide arts and cultural opportunities that raise the profile of mental health issues through Community Arts stream of 2007 - 2008 Community Grants Program.	Arts & Cultural Services	Built Social
1.2.2 Support groups carrying out mental health awareness activities through Community Grants Program 2007 - 2008.	Community Advocacy	Social
1.2.3 Promote <i>Communicating with People with Disabilities</i> brochure to the broader community.	Aged & Disability Services	Social

**OBJECTIVE**

1.3 To facilitate increased involvement and participation of **women** in community life.

<b>Action</b>	<b>Responsibility</b>	<b>Environment (s)</b>
1.3.1 Provide arts and cultural opportunities for women (and their families), including those from newly arrived communities through the Community Arts Stream of the 2007 - 2008 Community Grants Program.	Arts & Cultural Services	Social
1.3.2 Support initiatives promoting the community participation and decision making capacity of young women, older women and women from CALD backgrounds through Community Grants Program 2007 - 2008.	Community Advocacy	Social Economic
1.3.3 Investigate strategies to encourage the leadership and participation of women in community settings through existing programs such as the Community Empowerment Program.	Community Planning & Advocacy	Social Economic

## Healthy Living

### 2. Goal: Maximise opportunities for healthy living practices in Yarra.

#### OBJECTIVE

2.1 To increase opportunities for physical exercise through planned activities and active transport to support **healthy weight**.

Action	Responsibility	Environment(s)
<p>2.1.1 Implementation of Yarra's Physical Activity Plan targeting 6 disadvantaged target groups including social housing residents, people with a disability, older people, young people and women. Key aspects of the plan include:</p> <ul style="list-style-type: none"> <li>▪ Implementation and evaluation of physical activity programs</li> <li>▪ Review pricing structure of Yarra Leisure facilities to offer discounted rates</li> </ul>	<p>Recreation Services Leisure Services</p>	<p>Physical Built Economic Natural</p>
<p>2.1.2 In partnership with Deakin University, develop and implement "Putting Walkability into Policy and Practice", a workforce development program aimed at understanding Council staff attitudes to walking and consequently how to increase the uptake of walking in this setting.</p>	<p>Social Planning Strategic Transport Planning</p>	<p>Built Natural Social</p>
<p>2.1.3 Develop plans for an indoor multi-sport facility following the presentation of the Feasibility Report recommendations to Council in June 2007.</p>	<p>Community Development Division</p>	<p>Built Economic</p>
<p>2.1.4 Continue to develop Yarra's Walking School Bus "Plus" Program, promoting walking and other physical activity to primary school children, school staff and parents. Explore opportunities to link Walking School Bus "Plus" with walking programs for older people in their local neighbourhood.</p>	<p>Family &amp; Children's Services Aged &amp; Disability Services</p>	<p>Built Social Natural</p>

<b>Action</b>	<b>Responsibility</b>	<b>Environment(s)</b>
2.1.5 Develop and distribute guides for local organisations to improve sustainable transport options at work such as walking routes and providing bike scheme for employees (modelled on <i>Yarra's Bicycle Policy</i> ).	Strategic Transport Planning	Built Natural Economic
2.1.6 Scope a physical activity and mentoring project targeting young people on Richmond public housing estate in partnership with the 'Tigers in Community' Foundation.	Recreation Services	Natural Social
2.1.7 Continue to support Ride to School and Walk to School event days which encourage and increase active travel to school.	Strategic Transport Planning	Built Social

**OBJECTIVE**

2.2 To develop the knowledge and skill of the community to maintain **healthy weight**.

<b>Action</b>	<b>Responsibility</b>	<b>Environment(s)</b>
<p>2.2.1 In partnership with North Yarra Community Health, deliver the objectives of the Yarra Healthy Weight project aimed at improving the health status and maintenance of healthy weight in children aged 0 – 12, concentrating on working with families living in public housing and from refugee and CALD backgrounds. Project includes:</p> <ul style="list-style-type: none"><li>▪ Implementation of the recommendations from the mapping project relating to working with parents and workforce training; and</li><li>▪ Action in local schools and child care settings.</li></ul>	<p>Social Planning Family &amp; Children’s Services Recreation Services</p>	<p>Built Natural Economic Social</p>
<p>2.2.2 Initiate a Yarra Leisure Weight Management Program for members of the community who are wanting to obtain healthy weight by providing them with dedicated nutritional advice and specialised training in a welcoming and supportive environment.</p>	<p>Leisure Services</p>	<p>Built Social</p>
<p>2.2.3 Support increased skills in food preparation and knowledge of healthy food by funding community groups through Community Grants Program 2007 – 2008 wishing to use venues and facilities for growing and cooking food.</p>	<p>Community Advocacy</p>	<p>Social Built Economic Natural</p>

**OBJECTIVE**

2.3 To focus on strategies that assist with the prevention of violence against **women**.

<b>Action</b>	<b>Responsibility</b>	<b>Environment(s)</b>
2.3.1 Implementation of the Sexual Violence Taskforce Action Plan through key activities: <ul style="list-style-type: none"><li>▪ Partner Brotherhood of St Laurence in delivering 'A Safer Life', a community development project addressing the prevention of sexual violence against Horn of Africa and West African women through Yarra's Emerging Issues Grant funding</li><li>▪ Implement <i>Welcome to Yarra Sports</i> project funded by VicHealth – a pilot with 2 Yarra Sports Clubs to encourage participation and inclusiveness of women for sexual violence prevention</li><li>▪ Develop a sexual violence prevention advocacy campaign for White Ribbon Day, November 2007</li><li>▪ Carry out training for Council officers involved in direct service roles in issues relating to sexual violence prevention</li></ul>	Social Planning Family & Children's Services Recreation Services	Built Natural Economic Social
2.3.2 Awareness raising activities for support staff on less acknowledged forms of violence against women such as emotional/financial abuse.	Social Planning Family & Children's Services Aged & Disability Services	Social
2.3.3 Take part in the new family violence network arrangements for Yarra region following new DHS Family Violence funding arrangements.	Social Planning Family & Children's Services	Social
2.3.4 In partnership with North Yarra Community Health and Ecumenical Migration Centre, support the African Women's social health group and 'A New Life' project for African women, providing information and support in both a group setting and one to one support.	Family & Children's Services	Social

**OBJECTIVE**

2.4 To facilitate better access to appropriate services and support for those with a **mental health** issue and mental illness

<b>Action</b>	<b>Responsibility</b>	<b>Environment (s)</b>
2.4.1 Identify Council's role in supporting the existing mental health system through participating in the Yarra Mental Health Issues Group.	Social Planning Aged & Disability Services	Social Economic Built
2.4.2 Provide support for families and children by providing spaces and facilities to assist groups and services.	Family & Children's Services	Built Natural
2.4.3 Provide support for families and children through the provision of a Day Stay program to support new families with breast feeding and settling issues.	Family & Children's Services	Social
2.4.4 In partnership with Brotherhood of St Laurence, support the African Families therapeutic playgroup, a program aiming to increase social connectedness amongst parents and to encourage the development of healthy attachment between parent and child in the early years.	Family & Children's Services	Social

## Healthy Environments

### 3. Goal: Influence the built and natural environments in Yarra to provide healthy places and spaces.

#### OBJECTIVE

3.1 To effectively manage public space and minimise impacts on community amenity

Action	Responsibility	Environment(s)
<p>3.1.1 Protect the environment and minimise the impact of nuisance situations that may be a danger to health by:</p> <ul style="list-style-type: none"> <li>• Expanding the membership of the Yarra Liquor Licensing Forum and increasing numbers of licensees signed up to the Liquor Licensing Accord.</li> <li>• Identifying and maintaining levels of amenity according to EPA legislation, the Yarra Planning Scheme and permits for liquor licensing.</li> <li>• Participate in DHS Working Group on behalf of Inner South Metropolitan Mayors Forum in addressing amenity issues following the introduction of the smoking ban in licensed premises from July 2007.</li> </ul>	<p>Building &amp; Regulatory Services</p>	<p>Built Natural</p>
<p>3.1.2 In partnership with the Yarra Drug and Health Forum, implement the Drug Action Plan with a focus on reducing the harms associated with legal and illegal drug use in public space.</p>	<p>Social Planning Community Advocacy Community Amenity</p>	<p>Economic Social Natural Built</p>

**OBJECTIVE**

3.2 To encourage use and enjoyment of public space and ensure equitable access.

<b>Action</b>	<b>Responsibility</b>	<b>Environment(s)</b>
3.2.1 Distribute promotional brochures on community venues, sports and recreational facilities, playgrounds and parks and gardens.	Recreation Services Yarra Libraries	Built Natural Social
3.2.2 Investigate creative opportunities to focus on positive recreational activities for people gathering in Smith Street which will support a harm minimisation approach to the impacts of alcohol and other drugs and foster improved health and well being.	Community Advocacy Social Planning	Economic Social Natural Built
3.2.3 Investigate sites to install accessible, age-friendly public exercise equipment in selected parks in Yarra.	Recreation Services	Natural Social
3.2.4 Participate in the Inner Melbourne Action Plan (IMAP) Hub Signage Project, which aims to offer greater ease of travel to destinations across the Cities of Melbourne, Port Phillip, Stonnington and Yarra. Map signs will include the following information: <ul style="list-style-type: none"><li>▪ Proximity of key attractions e.g. shopping strips, parks, sports facilities</li><li>▪ walking times between destinations</li><li>▪ links to public transport and shared trails</li><li>▪ location of public toilets</li><li>▪ location of parks and gardens</li></ul>	Strategic Transport Planning Infrastructure	Natural Built Economic

3.2.5 Continue to provide meeting spaces for older people through partnership with U3A, including collaboration between Yarra Libraries and U3A, as well as the delivery of internet training for older Chinese speaker	Yarra Libraries	Social Built
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## Research, Planning and Partnerships

### 4. Goal: Invest in the future of health and wellbeing in Yarra through research, planning and building partnerships.

#### OBJECTIVE

4.1 To strengthen the evidence base for health planning through research, information sharing, monitoring and evaluation.

Action	Responsibility	Environment(s)
4.1.1 Produce a new Yarra Health Status Report to better reflect Yarra's health status and links to Council's health priorities.	Social Planning	Structural
4.1.2 Disseminate secondary data sources including the 2006 Census through an updated on-line Yarra community profile, population forecasts and social atlas.	Social Planning	Structural
4.1.3 Analyse primary data obtained from Yarra Matters Household Panel and Information tents relating to community health and well being.	Community Planning & Advocacy	Structural
4.1.4 Seek funding to conduct research projects relating to priority areas of health.	Community Development Division	Structural
4.1.5 Develop and implement a process for the communication and dissemination of materials including health related data such as the Yarra Health Status Report and Council's role in health and well being to community groups and agencies.	Social Planning	Structural

Action	Responsibility	Environment(s)
4.1.6 Undertake formal evaluation of the Yarra MPHP 2005-2008 in partnership with Deakin University.	Social Planning	Structural

<p><b>OBJECTIVE</b></p> <p>4.2 To build strong partnerships with local and regional organisations to respond to the health needs of the Yarra community.</p>
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Action	Responsibility	Environment(s)
<p>4.2.1 Participate in Integrated Health Promotion Working Group of the North Central Metro Primary Care Partnership (NCMPCP) in implementing the Community Health Plan priorities of:</p> <ul style="list-style-type: none"> <li>▪ Leadership through workforce development, information sharing and best practice</li> <li>▪ ATSI peer support</li> <li>▪ Healthy weight for children in Yarra</li> <li>▪ Mental health and well being promotion through the prevention of violence against women</li> </ul>	Social Planning	Economic Social Built Physical
4.2.2 Identify potential partners and settings for future health promotion activities focussing on schools and neighbourhood houses.	Community Planning & Advocacy	Social Built
4.2.3 Support and strengthen partnerships which address the needs of emerging communities through the Yarra Settlement Forum. Continue to support projects such as the Belonging in Australia project, which aim to integrate and coordinate planning amongst local agencies working with emerging communities.	Community Planning & Advocacy Family & Children's Services	Social

**OBJECTIVE**

4.3 To support integrated planning processes across Council to include social model of health agenda.

<b>Action</b>	<b>Responsibility</b>	<b>Environment(s)</b>
4.3.1 Scope application of a Health Impact Assessment tool in relation to place management issues.	Social Planning	Built Physical Social Economic
4.3.2 Carry out workforce development to educate Yarra staff on the social model of health and how it applies to core Council business.	Social Planning Organisational Development	Structural
4.3.3 In partnership with the Department of Human Services, develop a tool to assist Council officers responsible for developing policy to integrate MPHP themes and directions into their own planning.	Social Planning	Structural

**OBJECTIVE**

4.4 To increase organisational understanding of gender as a determinant of health (**women's health**).

<b>Action</b>	<b>Responsibility</b>	<b>Environment(s)</b>
4.4.1 Undertake workforce training and development on taking a gendered approach to planning to relevant Council staff including reporting and impact assessment.	Social Planning Organisational Development	Social
4.4.2 Highlight gendered approach to health in a communication campaign to coincide with International Women's Day in March 2008	Social Planning Communications	Social
4.4.3 Implement the adopted <i>Ten Point Plan for Women's Health</i> and build on existing relationships with Women's Health Victoria and Women's Health in the North as state and regional partners.	Social Planning	Structural

## Income Security

### 5. Goal: Promote income security for disadvantaged groups in Yarra.

#### OBJECTIVE

5.1 To support quality of life and equity by addressing income inequality.

Action	Responsibility	Environment(s)
5.1.1 Monitor current State gambling policy developments and trends regarding impacts of EGM gambling to inform lobbying and advocacy.	Social Planning	Economic
5.1.2 Continue to provide information, education and advocacy for residents experiencing financial hardship through Money Talks program, community education forums and financial counselling.	Family & Children's Services	Economic
5.1.3 Report on impact of Fee Assistance Program on improving the affordability of children's programs for low income and disadvantaged families in Yarra.	Family & Children's Services	Economic Built
5.1.4 Participate in and provide support for campaigns such as Australians For Affordable Housing, to get issue of housing affordability on State and Federal Government policy agendas.	Social Planning	Social Built Economic

**OBJECTIVE**

5.2 To increase access to healthy, affordable food to at risk groups (**food security**).

<b>Action</b>	<b>Responsibility</b>	<b>Environment (s)</b>
5.2.1 Work in partnership with Cultivating Communities to implement the Yarra Community Food Systems Project (Yarra Emerging Issues Grant) in developing a sustainable local food system by: <ul style="list-style-type: none"><li>▪ Establishing a local food network to better coordinate local efforts to address food security; and</li><li>▪ Develop a local food policy making links to relevant sector-wide initiatives.</li></ul>	Social Planning	Economic Social Natural Built
5.2.2 Ensure Food Security is highlighted as a priority area in developing Yarra's new <i>Environment Strategy 2007</i> .	Social Planning Environmental Services	Built Natural
5.2.3 Investigate partnerships with Yarra's food businesses to promote fresh fruit and vegetable outlets, focussing on the health and environmental benefits including the development of a star rating program for food outlets providing affordable healthy food.	Social Planning Economic Development	Economic
5.2.4 Maintain funding to the nutritional support program for local organisations to provide weekly lunches, which ensure the provision of healthy and culturally appropriate food.	Aged & Disability Services	Social Economic