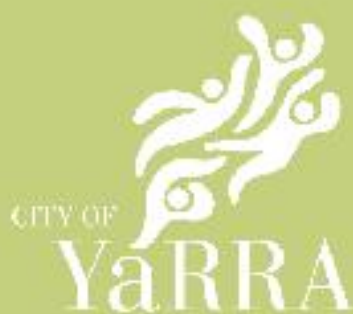




Health Plan 2013-2017

"Helping communities flourish through health promoting environments"



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City of Yarra, Municipality Map



Published by Yarra City Council

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Contents

| | |
|--|----|
| 1. Overview | 1 |
| 2. Legislative and Policy Context | 3 |
| 2.1. Federal Policy Context | 3 |
| 2.2. State Policy Context | 3 |
| 3. Health Planning in Yarra | 5 |
| 3.1.1. A Snapshot of Yarra | 6 |
| 3.1.2. Yarra's Commitment to the Social Model of Health | 8 |
| 3.1.3. Health and Wellbeing across Council | 10 |
| 3.1.4. The 2009-2013 Municipal Public Health and Wellbeing Plan | 12 |
| 4. Working Smarter | 14 |
| 5. Priorities 2013-17 | 17 |
| 5.1. Priority 1: Health Promoting Environments | 17 |
| 5.1.1. Directions and Strategies | 18 |
| 5.2. Priority 2: Community Safety | 33 |
| 5.2.1. Directions and Strategies | 34 |
| 5.3. Priority 3: Reducing the Harm from Alcohol, Tobacco and Other Drugs | 39 |
| 5.3.1. Directions and Strategies | 41 |
| 5.4. Priority 4: Closing the Gap on Indigenous Health | 47 |
| 5.4.1. Directions and Strategies | 47 |
| 6. References | 50 |

Acknowledgement of Country

Yarra City Council acknowledges the Wurundjeri people as the Traditional Owners of the country within the council's boundaries. Today they remain the custodians of the cultural heritage of this land. Yarra City Council also acknowledges that many Aboriginal and Torres Strait Islander people have lived, worked and contributed to the cultural heritage of Yarra

1. Overview

Under the Victorian Public Health and Wellbeing Act 2008 (the Act), local government is required to take responsibility for public health and wellbeing planning on behalf of its community. Council is obliged to develop a Municipal Public Health and Wellbeing Plan every four years under the Act.

The Yarra Health and Wellbeing Plan 2013-2017 (Health Plan) is a strategic document which sets the health priorities for the municipality and informs Council actions to improve the health and wellbeing of residents.

In the development of the 2013-2017 Health Plan, Council has produced the following documents:

- *A Health Status Report*, which presents a range of information related to the health and wellbeing of Yarra residents. It is a companion document to the Health Plan and informed planning priorities
- *An Update on Activities and Reflection on Progress at the Beginning of Fourth and Final Year of the Plan*, which reflects on the issues and populations prioritised in the 2009-2013 Health Plan, and the works undertaken to improve health and wellbeing
- *A Literature Review* around guiding public health and wellbeing planning
- *An Evaluation Framework* which presents a customised program logic model to be applied to strategies and activities of the Health Plan, and a tool for analysing and evaluating completed program logic models.

Health promotion activities happen every day throughout business units in Council. These activities are informed by a number of strategies and plans that are cognisant of the Health Plan. In recognition of this, the Health Plan 2013-2017 provides a comprehensive narrative of how Yarra works in a health promoting ways, from top to bottom. It does this while maintaining focus on priority populations and issues that present the most pressing challenges to community health and wellbeing.

The vision of the Health Plan 2013-2017 is:

*“Helping communities flourish through
health promoting environments”*

As highlighted in the [Health Status Report](#), there are a number of priority populations within Yarra, including people living with long term disadvantage, Indigenous Australians, people living with a disability, people from diverse cultural backgrounds, and women.

Due to the significant community safety issues in Yarra, other population groups are also given special consideration. These include people who inject drugs, and people experiencing homelessness and housing insecurity.

People in these groups may be excluded from, or experience barriers in accessing the full range of health and social services and community participation. It has been shown in other communities, that concentrating limited resources on population groups who are most impacted by diseases (especially preventable diseases), can have the greatest impact on reducing the total burden of disease.

The priorities and directions for the Health Plan 2013-2017 are:



Evaluation is the process taken to determine the worth, effectiveness, efficiency and significance of something. Councils have a legislative requirement to evaluate their Health Plans and as such, the Plan and its strategies will be evaluated iteratively and upon completion using the [Evaluation Framework](#). This framework provides a customised program logic model to be applied to strategies and activities, as well as an easy to use tool for evaluating practical projects and programs.

2. Legislative and Policy Context

2.1. Federal Policy Context

The National Preventative Health Taskforce was established in 2008 and tasked with developing the National Preventative Health Strategy. In 2009 the Federal Government launched the National Preventative Health Strategy entitled *Australia: The Healthiest Country by 2020*. The Taskforce identified the need to tackle the burden of chronic disease currently caused by obesity, tobacco, and excessive consumption of alcohol (National Preventative Health Taskforce 2008). In addition to this, a key strategic direction of the National Preventative Health Strategy relates to closing the gap on Indigenous health.

The Commonwealth recognised the need to reduce barriers to making healthier choices. The aims of the Commonwealth strategy are to implement actions that help people maintain or achieve a healthy weight, prevent smoking and exposure to tobacco smoke, and limit intake of alcohol to safe levels.

The impetus for these national priorities is also reflected locally. For example, smokers in Yarra account for almost a fifth of people aged 18 years and over, and 16% of residents aged 18 years and over are at risk of short term harm from alcohol (Victorian Department of Health 2008).

2.2. State Policy Context

At a state level, public health and wellbeing sits within the legislative and regulatory framework of the Victorian Public Health and Wellbeing Act 2008 (the Act).

The Act requires local government to take responsibility for public health and wellbeing planning on behalf of its community. The Act seeks to achieve the highest attainable standard of public health and wellbeing by:

- protecting public health and preventing disease, illness, injury, disability or premature death;
- promoting conditions in which people can be healthy; and
- reducing inequalities in the state of public health and wellbeing.

The Victorian Public Health and Wellbeing Plan 2011–2015 was developed in accordance with the requirements of the Victorian Public Health and Wellbeing Act 2008, to identify public health priorities for Victoria.

The Plan focuses on prevention and identifies ways for partners within the state to work. This includes strengthening local government capacity to develop and implement public health and

wellbeing plans. The priority issues identified for promoting the health of Victorians are in line with national priorities and include:

- increasing healthy eating;
- reducing misuse of alcohol and drugs;
- increasing physical activity;
- promoting sexual and reproductive health;
- controlling tobacco use;
- promoting mental health;
- improving oral health;
- preventing injury; and
- preventing skin cancer.

In addition to this, integrated health promotion planning cycles at Community Health Centres are now aligned with the Health Plan planning cycle from 2013-2017. These plans outline how Community Health Centres work in health promoting ways, and contribute to the achievement of the State Plan through supporting the Health Plan.

3. Health Planning in Yarra

Council has a key opportunity to improve the health and wellbeing outcomes of the whole community through its roles in:

- **supporting citizen participation** in development of Council's policy, planning and engagement of service users in service delivery;
- **leading and partnering** with others to strengthen responses to the health and wellbeing needs of the community. This involves action on all levels of policy, planning, service delivery and advocacy;
- **meeting council responsibility** to respond to the health and wellbeing needs of the community through policy, planning and service provision activity; and
- **contributing to and building the evidence** for required policy, planning and service delivery directions.

The statutory role of Council in relation to public health matters to 'protect, improve and promote public health and wellbeing within the municipal district', is reinforced under the terms of the Act. Under the Act of 2008, Council is required to develop a Municipal Public Health And Wellbeing plan which:

- includes an examination of data about health status and health determinants in the municipal district;
- identifies goals and strategies based on available evidence for creating a local community in which people can achieve maximum health and wellbeing;
- provides for the involvement of people in the local community in the development, implementation and evaluation of the Health Plan; and
- specifies how the council will work in partnership with the Victorian Department of Health and other agencies undertaking public health initiatives, projects and programs to accomplish the goals and strategies identified in the Health Plan.

The Health Plan is a significant strategic document, second only to the Council Plan 2013-2017. It sets the health priorities for the municipality and informs Council actions that are designed to improve the health and wellbeing of residents.

3.1.1. A Snapshot of Yarra

This data was compiled from a variety of sources including Australian Bureau of Statistics (ABS) census data, Victorian Department of Health state and municipality level information. For a comprehensive look at the health status of Yarra residents, please refer to the [Health Status Report](#).

Yarra is a vibrant inner-city municipality, wrapped around the north and east of Melbourne's Central Business District. On its south and east, Yarra is bordered by the Yarra River and Merri Creek. The west borders Melbourne's sport and entertainment precinct, the world heritage-listed Exhibition Building and Carlton Gardens, and further north Princes Park.

Yarra has 235 hectares of open space, equating to around 34 square metres of open space per person. Large historical gardens are located in Edinburgh Gardens in North Fitzroy and Darling Gardens in Clifton Hill. Yarra has three leisure centres, 19 sports grounds, 3 bowling clubs and a golf course.

The City of Yarra is home to a high proportion of residents living with socio-economic disadvantage, in what is an otherwise relatively affluent municipality.

The total population of Yarra in 2011 was 78,592. The median age for Yarra residents was 33, while the median age for Australians is 37. Despite the younger age demographic, Yarra still has an increasing number of older residents, although this number is small relative to other municipalities.

According to the 2011 Census, there were just over 300 Aboriginal and Torres Strait Islander people in Yarra, with equal numbers of males and females. However, local Aboriginal services report that many more people travel into Yarra for social activities, events and to access services.

In Victoria, Aboriginal Australians experience poorer health outcomes than non-Aboriginal Australians in almost every measure of health, which results in a significant gap in life expectancy.

With regards to disability, the total number of persons in Yarra requiring help in their day-to-day lives in 2011 was 2,791. This included 29 children aged 0-4 years, 42 children aged 5-9 years and 71 young people aged 10-19 years.

Overall 3.8% of the resident population reported needing assistance with core activities, compared with 4.5% for Greater Melbourne Statistical Division (SD).

Almost a fifth of Yarra residents come from countries where English is not the first language, and almost a quarter speak a language other than English at home.

There is a large community of people with Vietnamese ancestry in Yarra. The top five ancestries nominated by residents in Yarra were English, Australian, Irish, Scottish and Italian. Emerging, although small, population groups in Yarra include people from Indonesia, Turkey, Singapore, Somalia, Croatia, Sri Lanka, Poland, Netherlands, Egypt, South Korea, Macedonia, Colombia, Eritrea, Spain, Chile, Taiwan, Malta, Iran and Lebanon.

There are a range of housing options for residents in Yarra, however, as an inner city suburb, the main housing options tend to be medium-to-high density dwellings with separate dwellings on smaller blocks. Residential land in the inner city is at a premium and tends to influence the types of developments and the types of households that move to Yarra and stay.

More people rent than own their homes in Yarra, with levels of home ownership being relatively low. In addition to this, Yarra has the highest concentration of social housing of any municipality in Victoria.

When compared to the Greater Melbourne SD, Yarra had a higher proportion of residents holding formal qualifications in 2011, that is to say Bachelor or higher degrees, Advanced Diploma, and Diploma and vocational qualifications. A high percentage reported completing schooling to Year 12 (over two thirds of residents) when compared to Greater Melbourne SD (just over a half).

The number of people in the Yarra labour force increased by 11.6% between the Census of 2006 and 2011. The size of Yarra's labour force in 2011 was 45,198 persons, comprising two-thirds of the population aged 15 years and over. Over two thirds of the labour force worked full-time and just under one third worked part-time. The distribution of household earnings in Yarra shows great disparity between high and low income households.

Yarra's community has a unique demographic make-up, with many people living at the very lowest end of the socio-economic scale and many at the highest end of the scale. This brings specific challenges for inclusion and participation.

Many in the community experience discrimination on the basis of ethnicity, sexual preference, religion, disability, age or gender. Isolation and the experience of discrimination can compound problems and decrease people's health and wellbeing and perception of personal safety.

3.1.2. Yarra's Commitment to the Social Model of Health

Health and wellbeing is more than the treatment of illness. It is also more than the absence of illness. It is about people living well and flourishing. That means:

- A community which enjoys high levels of positive physical and mental health and low levels of illness and disease;
- children being safe, nurtured and thriving;
- young people are resilient, secure and supported in their transition to adulthood;
- confident and capable families where relationships are strong and healthy;
- communities where diversity is acknowledged and valued;
- people participating – having a voice and being able to develop their own solutions, as well as being empowered to shape and inform services and policies that impact on their lives;
- communities that recognise inequality and work hard to support all in the community to have access to the means and supports required to lead a healthy life;
- access to material basics – food, water, shelter, money and work; and
- people feeling free from harm, and free from the threat of harm.

Another important aspect of health and wellbeing is the capacity to have a sense of control over one's life. Strategies to strengthen health and wellbeing should include empowering individuals and communities to be active participants and agents in their own health and wellbeing.

In thinking about health and wellbeing, attention has to be given to the social determinants of health – the conditions in which people are born, grow, live, work, play and age. They are sometimes referred to as 'the causes of the causes' because they are the underlying reasons why people experience poor health and wellbeing.

Social Determinants of Health (Wilkinson & Marmot, 2003)

Social gradient

- life expectancy is shorter and most diseases are more common further down the social ladder in each society

Stress

- stressful circumstances, making people feel worried, anxious and unable to cope, is damaging to health and may lead to premature death

Early life

- a good start in life means supporting mothers and young children - the health impacts of early development and education last a lifetime

Social exclusion

- life is short where quality is poor. By causing hardship and resentment, poverty, social exclusion and discrimination cost lives

Work

- stress in the workplace increases the risk of disease and people who have more control over their work have better health. It includes the type of work, management styles and social relationships

Unemployment

- job security increases health, wellbeing and job satisfaction. Higher rates of unemployment, including insecure jobs and underemployment, cause more illnesses and premature death

Social support

- friendship, good social relations and strong supportive networks improve health at home, at work and in the community

Drug dependence

- individuals often turn to alcohol, drugs and tobacco as an escape from adversity and stress

Food

- a good diet and adequate food supply, including cost and access to fresh and healthy food, are central for promoting health and wellbeing

Transport

- healthy transport means less driving and more walking and cycling, backed up by better public transport

Such thinking means focussing on strategies that promote good, and prevent poor, health for all in the community. It also means paying attention to health inequity and the basic human right of all to health. For that right to be realised, particular attention has to be given to those faced with the most barriers to enjoying good health and those most at risk of not living well and flourishing.

In Yarra the groups at risk of social exclusion remain unchanged from the last Health Plan. These groups are once more priority populations in need of extra attention:



3.1.3. Health and Wellbeing across Council

The Health Plan has been designed to align with Council's Municipal Strategic Statement (MSS) and the 2013-2017 Council Plan.

Yarra's MSS (which is a part of Yarra's planning scheme) is Council's strategic plan for land use development. It includes long term visions for managing land use, the built form, transport and environmental sustainability. Council is legally required to review its planning scheme every four years; Yarra's planning scheme (and in turn, Yarra's MSS) will be reviewed in 2014.

For example, the MSS envisions that in the City of Yarra in 2020:

- the City will accommodate a diverse range of people, including families, the aged, the disabled, and those who are socially or economically disadvantaged;
- there will be an increased provision of public open space;
- the complex land use mix characteristic of the inner City will provide for a range of activities to meet the community's needs;
- people will safely get together and socialise in public spaces across the City; and
- local streets will be dominated by walkers and cyclists.

While the Health Plan was being developed, Council was also developing the 2013-2017 Council Plan. The Council Plan focuses on enhancing services and facilities and identifying new projects that will improve Yarra's liveability.

The Council Plan establishes five strategic objectives:

- celebrating Yarra's uniqueness;
- supporting Yarra's community;
- making Yarra more liveable;
- ensuring a sustainable Yarra; and
- leading local government

The first four objectives emphasise the importance Council places on the health and wellbeing of its community. While the Health Plan is directly concerned with the health and wellbeing of the community, a range of other Council plans also support health and wellbeing.

Health and wellbeing values are also reflected in the following key strategies, plans and policies:

- Yarra Environment Strategy 2013-2017
- Early Years Strategy 2013-16
- Middle Years Strategy 2013-16
- Youth Policy 2013-16
- Positive Ageing Action Strategy 2013-16
- Access and Inclusion Plan 2014-2017
- Strategic Transport Statement 2012 - 2016
- Road Management Plan 2013-2017
- City of Yarra Bicycle Strategy 2010-2015
- Yarra Sports and Physical Activity Strategy
- Safer Yarra Plan 2011-2014
- Multicultural Policy 2010-2014
- Yarra Council's Reconciliation Action Plan 2012-2014
- Aboriginal Partnerships Plan 2011-2014
- Building a Respectful Community – Preventing Violence against Women – A strategy for the Northern Metropolitan Region of Melbourne 2011-2016
- Yarra Open Space Strategy
- Urban Forest Strategy
- Climate Change Adaptation Plan

Aside from the development of a four year plan, Council has a range of other relevant obligations and responsibilities. For instance, Council needs to act consistently with State, Commonwealth and International legislation, such as the *Disability Discrimination Act 1992*, the *Victorian Charter of Human Rights and Responsibilities 2006* and United Nations human rights conventions that Australia is party to.

3.1.4. The 2009-2013 Municipal Public Health and Wellbeing Plan

The four priorities from the 2009-2013 Health Plan were:

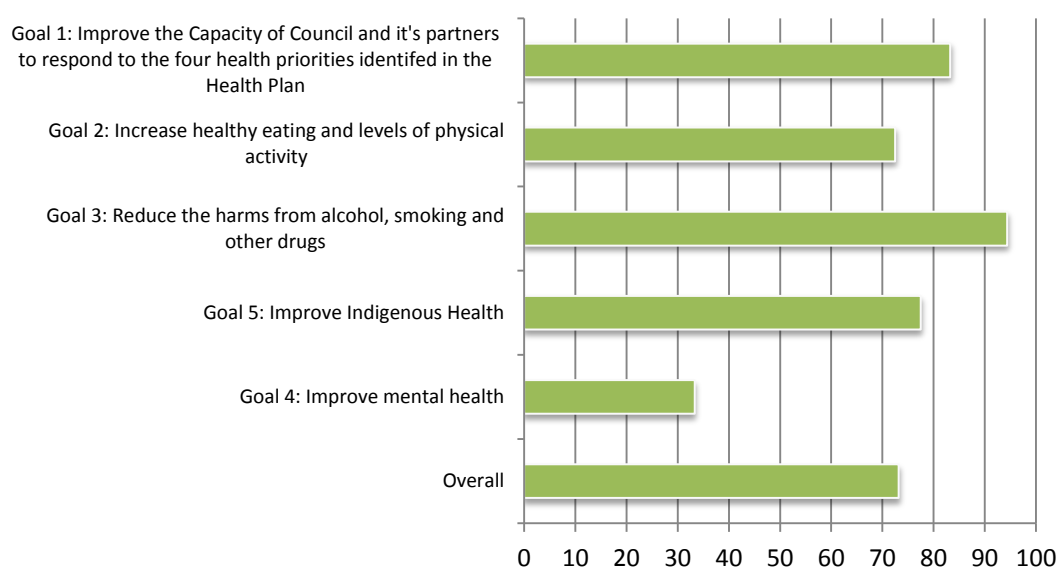
- healthier eating and a physically active community;
- reducing the harm from alcohol, tobacco and other drugs;
- improving mental health; and
- improving the health of Indigenous Australians.

These priorities were chosen due to their significant adverse impact on the community, especially the identified priority populations, which were: people living in long term disadvantage, Indigenous Australians, people living with a disability, people from diverse cultural backgrounds, and women. Also, these priorities are consistent with priorities at State and Commonwealth levels.

Reviewing the Health Plan provided an opportunity to establish whether this key strategic document meaningfully represented the health-promoting work of Council.

Approximately three-quarters of actions from this Health Plan were implemented, with the highest implementation rates being in Alcohol and Other Drugs, Indigenous Health and Capacity Building. Implementation rates were lower with Increase Healthy Eating and Levels of Physical Activity, and Improve Mental Health.

Percentage Implementation Rates by Goal for the Health Plan 2009-2013



In reflecting on the 2009-2013 Health Plan, a number of stakeholders expressed disappointment that it did not adequately cover the broader social determinants of health in the broader community. It is worth mentioning, however, that during that period, Council provided many services and completed many projects to benefit of all of the community but these were just not captured in the Health Plan.

It has been determined that future health plans should provide a more overarching framework for population health and guide directions practice for the whole-of-Council and its partners.

Consequently, the 2013-2017 Health Plan envelops a much broader range of strategies and activities delivered by our diverse workforce. For example:

- empowering communities through grants and neighbourhood houses;
- promoting physical activity through better cycling infrastructure; and
- reducing illicit drug use impacts through efficacious harm minimisation programs.

Further reflections upon the Health Plan can be found in the report, [*MPHWP 2009-13: Update on Activities and Reflection*](#).

4. Working Smarter

The following principles guide decision making related to the Health Plan priorities. They are based on a human rights and a social determinants of health approach to health and wellbeing planning.



The Health Plan is about improving how Council works in a health promoting way; that is, enabling people to increase control over, and improve their health. It is about improving quality of life by acting on the causes of illness and by addressing the determinants of health. In the development of the 2013-2017 Plan, Council has drafted the following documents:

- a *Health Status Report*, which presents a range of information related to the health and wellbeing of Yarra residents. It is a companion document to the Health Plan and informed planning priorities;
- an *Update on Activities and Reflection on progress at the Beginning of Fourth and Final Year of the Plan*, which reflects on the issues and populations prioritised in the 2009-2013 Health Plan, and the works undertaken to improve health and wellbeing;
- a *Literature Review* on public health and wellbeing planning; and
- an *Evaluation Framework* which presents a customised program logic model to be applied to strategies and activities of the Health Plan, and a tool for analysing and evaluating completed program logic models.

Council has assembled key background and contextual information including local, state and federal policy, Council's own policies, research evidence, local community characteristics and trends and mapping of existing services, resources and arrangements for collaboration and coordination.

Council has also engaged local community stakeholders in the process of developing the Health Plan through a range of approaches to identify local issues of importance, as well as local needs, priorities and capacities.

Over the course of the 2013-2014 Health Plan, Council will focus on building and maintaining stakeholder relationships.

Council will facilitate links between Council units and partner agencies in the government and non-government sector around the implementation of projects that enhance health and wellbeing.

Council convenes the Health Plan Advisory Committee with representatives from State Government departments, Inner North Metro Medicare Local, Primary Care Partnerships and other local service providers who, together, oversee delivery of the Health Plan. The Advisory Committee is chaired by a Councillor and made up of professionals from across Yarra's health and community sectors. This Committee will be refined and strengthened.

Council will also negotiate with the Inner North West Melbourne Medicare Local and Inner North West Primary Care Partnership to reflect strategies that matter most to the Yarra community, and provide localised health data through Council's website, as it becomes available. In addition to this, Council will work to strengthen relationships with key community partners such as the Australian Catholic University, St Vincent's Hospital and Epworth Hospital.

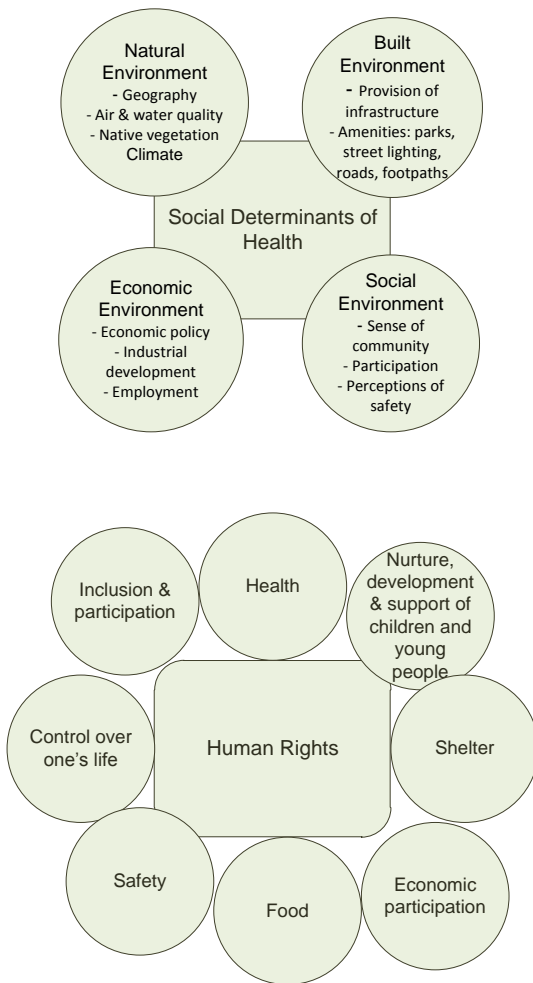
Councils have a legislative requirement to evaluate their Health Plans. As such, it is the analysis of the process taken to develop and or implement the Health Plan, and its impacts. The accompanying [*Evaluation Framework*](#) presents a customised program logic model to be applied to strategies and activities of the Health Plan, and a tool for analysing and evaluating completed program logic models.

A program logic model is a systematic, visual way to present a planned project. It includes identification of context, resources, goals, and outcomes, and attempts to demonstrate the theory underpinning the project. It is to be completed prior to implementation of the project and when the project is finished. It is also used to analyse, evaluate and report on findings. Effective evaluation contributes to the evidence base used to inform subsequent health plans.

Reports on activities outlined in the Health Plan will be generated quarterly using Council's reporting software *Interplan*. Implementation plans and reviews will be written annually and presented to Council.

Vision: “Helping communities flourish through health promoting environments”

Key Concepts



Planning Principles

Effort directed towards promoting health and wellbeing and responding early

Strengthening community inclusion, participation and connection

Taking a life course approach – early years, middle years, youth and ageing

Acting to reduce health and wellbeing inequity

Taking a collaborative and integrated approach to planning and implementation

Using evidence to establish priorities and action areas

Undertaking sustainable action

Health and wellbeing is everyone's business

Priorities

Priority Groups

- *People living in long term disadvantage*
- *Indigenous Australians*
- *People living with a disability*
- *People from diverse cultural backgrounds*
- *Women*

Priority Areas

- *Health Promoting Environments*
- *Community Safety*
- *Reducing the Harms From Alcohol, Tobacco and Other Drugs*
- *Closing the Gap on Indigenous Health*

5. Priorities 2013-17

Health promotion activities happen every day across numerous branches and plans within Council. In recognition of this the Health Plan now provides a more thorough narrative of how Yarra works in a health promoting way while also maintaining our focus on priority population and issues presenting the most immediate challenge to community health and wellbeing.

The Health Plan is not, nor should it be an exhaustive list of all health promotion activity in Yarra. Rather, the Health Plan provides an opportunity for Council to prioritise and drive forward its ambitions with regards to health and wellbeing.

The Health Plan 2013-2017 outlines the key areas Council will pursue to support the achievement of the vision. The Health Plan provides a means for Yarra to prioritise and progress strategies and actions contributing to the health and wellbeing of the Yarra Community.

The vision of the Health Plan 2013-2017 is “helping communities flourish through health promoting environments.”

5.1. Priority 1: Health Promoting Environments

More than one hundred years ago, urban conditions were a breeding ground for infectious disease epidemics. Disease rates dropped dramatically through the implementation of infrastructure such as fresh water and waste management. Today’s health concerns are chronic diseases such as obesity, diabetes, strokes and cancers. The risk factors accounting for 80% of deaths include physical inactivity, unhealthy diets, tobacco and harmful use of alcohol.

In planning for health and wellbeing, Council needs to consider the overall impact of factors originating across any or all of four environmental dimensions: built, social, economic and natural. Local government has a long history of improving local environments through public health initiatives and planning for future land use.

Individual decision-making is better supported where people have access to healthy lifestyle choices. Individual level behavioural characteristics and environments that are conducive to good health are equally important. Evidence shows that supportive environments and communities encourage healthier lifestyle choices, such as healthy food choices and physical activity at the individual level.

In addition to this, climate change has been recognised as an area of the utmost importance for health. The many consequences of climate change that affect the natural environment have a resulting impact on health. The range of direct and indirect climate change impacts affect Victorian communities through severe weather events such as flooding, heatwaves, increased frequency and intensity of storms, as well as greater air pollution and higher urban temperatures, which pose the greatest threats.

These climatic changes also have the potential to impact health, disproportionately affecting the most vulnerable groups in the community such as the elderly and infirm, babies and infants, and people with existing health conditions. The direct effects of higher summer temperatures and heatwaves make worse existing ailments and illnesses. There are many areas where improving health is entirely compatible with increased sustainability, such as in promoting walking and cycling as a means of transport.

5.1.1. Directions and Strategies

Aim 1: Promote mental health and wellbeing by creating opportunities for people to be involved in and connect with their community.

| Direction | Strategy | Indicators | Data Source |
|--|--|---|--|
| 1. Provide the infrastructure, resources and leadership to support community development and strengthening. | Continue to provide funding for small-to-medium sized projects and initiatives that respond to the social, cultural, recreational, economic and environmental needs of Yarra | Yarra residents feel a part of their community. Yarra residents have access to services. | VicHealth Indicator Survey Community Indicators Victoria Survey Department of Human Services |

| Direction | Strategy | Indicators | Data Source |
|--|--|--|--|
| | <p>residents through the Community Grants Program.</p> <p>Continue to support the Libraries and Neighbourhood Houses to play a crucial role in delivering community strengthening through lifelong learning programs and activities for all Yarra residents.</p> | | <p>2012 General Practitioner (GP) addresses</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |
| 2. Empower the multicultural communities of Yarra | <p>Implement the Yarra City Council Multicultural Policy 2010-14, including: championing rights to civic and community participation for residents experiencing social disadvantage; ensuring that residents, businesses and visitors from diverse cultural backgrounds can communicate with Council effectively and engage in civic life and decision-making; and coordination of skills training program</p> | <p>Diverse cultures are accepted within Yarra.</p> | <p>Community Indicators Victoria Survey</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |

| Direction | Strategy | Indicators | Data Source |
|---|--|--|--|
| | <p>for CALD communities to assist them in understanding and navigating systems and processes of local governance.</p> <p>Continue to deliver and expand the Yarra Youth Ambassadors Program.</p> | | |
| 3. Support community participation through community festivals and events. | <p>Continue to support annual events such as 'Fiesta' Johnston Street, 'Lunar' Victoria Street, Harvest Collingwood estate, Leaps and Bounds Music Festival, Gertrude Street Projection Festival, Homemade Festival, Where the Heart is and The Village at Edinburgh Gardens.</p> <p>Strengthen opportunities for young people to be involved in, and contribute to, the arts and cultural festivals and events held throughout the year across Yarra.</p> | <p>Yarra residents are able to attend and participate in regular festivals and events.</p> <p>All festivals and events are accessible to all.</p> <p>Events and Festivals Disability Guide is implemented.</p> | <p>VicHealth Indicator Survey</p> <p>Community Indicators Victoria Survey</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |

| Direction | Strategy | Indicators | Data Source |
|--|---|-----------------------------|---|
| | <p>Provide opportunities for young people to learn new skills and to showcase their talents and achievements through program such as FreeZa and Rising High, and other youth-lead initiatives that develop and celebrate the diverse capabilities and talents of young people.</p> <p>Partner with young people to plan and deliver under-age music and dance events and activities across Yarra.</p> | | |
| 4. Continue to provide evidence based and responsive services and programs that enhance health and wellbeing for Yarra residents across the life-course. | <p>Implement:</p> <p>Early Years Strategy 2013-2016</p> <p>Middle Years Strategy 2013-2016</p> <p>Youth Policy 2013-2016</p> <p>Positive Action Ageing Strategy 2013-2016</p> | Yarra residents are healthy | <p>Department of Health Victorian Population Health Survey</p> <p>Community Indicators Victoria Survey</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |

Aim 2: Assist in reducing the burden of chronic diseases by increasing people's ability and desire to choose active transportation including walking, cycling and public transport.

| Direction | Strategy | Indicators | Data Source |
|--|---|---|--|
| 1. Create the most bicycle friendly city in Australia and increase the numbers of those cycling in Yarra. | Implement the City of Yarra Bicycle Strategy 2010-2015, with focuses on: separate cyclists from moving motor vehicles by improving local streets for cycling and increasing the number and safety of on-road and off-road bicycle paths; and understanding cyclist behaviour and encourage safe cycling practices; encourage better end-of-trip facilities. | Increased number of Yarra residents cycling as a mode of transport. Reduced number of bicycle related crash incidences | ABS Census of Population and Housing Journey to Work data Department of Transport Victorian Integrated Survey of Travel and Activity (VISTA) VicRoads data where available (e.g. permanent inductive loop counters) Yarra City Council Annual Customer Satisfaction Survey |
| 2. Provide a physical environment where walking is a safe, convenient, secure and attractive means of getting around Yarra. | Maintain and extend footpaths and walking paths, ensuring walking routes are as connected as possible, street seating and shade is provided and walking facilities are built to the appropriate standard for the range of | Increased number of people walking within Yarra. Residents feel safe walking around Yarra. | ABS Census of Population and Housing Journey to Work data Department of Transport Victorian Integrated Survey of Travel and Activity (VISTA) VicRoads data where available |

| Direction | Strategy | Indicators | Data Source |
|--|--|--|--|
| | <p>pedestrians in the community.</p> <p>Continue to promote Yarra's Neighbourhood, Environment and Heritage Walking Maps.</p> <p>Continue to provide guided cultural and heritage walks.</p> <p>Plan for increase in the number of public toilets within the municipality.</p> | | <p>(e.g. permanent inductive loop counters)</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> |
| 3. Assist in reducing unhealthy sun exposure and the incidence of skin cancer in the community. | <p>Continue to implement Yarra Open Space and Recreation Shade Policy 2011 including: educating the community and open space users of issues relating to UV, sun exposure and skin cancer; and providing natural shade in parks sustainably through tree planting and, where appropriate, through artificial shade incorporating environmentally sustainable materials and design.</p> | <p>Increased availability of natural and artificial shade.</p> | <p>Cancer Council Victoria Canstat: Cancer In Victoria data</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |

Aim 3: Assist in reducing the burden of chronic diseases by promoting physical activity through participation in sport and recreation activities

| Direction | Strategy | Indicators | Data Source |
|---|---|---|---|
| 1. Provide sport and physical activity opportunities for the whole-of-community. | <p>Upgrade and refresh Leisure Centres, sports and recreation facilities and grounds to meet growing demands.</p> <p>Complete the 2008 Yarra Sports Strategy and develop and implement the New Yarra Sports and Physical Activity Strategy by 2014 to meet the ongoing needs of Yarra residents and address ways that Council can improve its infrastructure, facilities, services and programs to encourage more people to enjoy the physical and social benefits of exercise.</p> <p>Support community in urban agriculture and gardening activities.</p> | <p>A variety of sport and physical activities are accessible in Yarra.</p> <p>Increased number of people exercising within Yarra.</p> <p>Sport and leisure centres provide accessible facilities.</p> | <p>Victorian State Sporting Association participation data (where available)</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |
| 2. Increase participation in sport and fitness for women, people from CALD | Continue to deliver and develop the Yarra Leisure Community Programs, | More people in Yarra's priority groups are participating in sport and | Victorian State Sporting Association participation data |

| Direction | Strategy | Indicators | Data Source |
|--|---|-------------|---|
| backgrounds, people (including children and young people) from vulnerable and disadvantaged backgrounds. | <p>which includes the: Community Gym Membership Program, Asylum Seeker and Homeless Membership, The African Children's Swimming Program, Barrawarn Traineeship, Collingwood Estate Gym, Cerebral Palsy Program, Living Longer Living Stronger, Parkies Golf, Reclink Community Golf, Striving for Maximum Strength, Women Making Waves, Lift for Life and Everyrun.</p> <p>Develop and implement a schools specific fitness program.</p> <p>Investigate the development of a scholarship program for people from vulnerable backgrounds.</p> <p>Support the delivery and enhancement of a broad range of affordable sports and recreational</p> | recreation. | <p>(where available)</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |

| Direction | Strategy | Indicators | Data Source |
|-----------|--|------------|-------------|
| | activities, programs, facilities and access to sports competitions that meet the needs and interests of children and young people. | | |

Aim 4: Assist in reducing the burden of chronic diseases by promoting healthy diets

| Direction | Strategy | Indicators | Data Source |
|--|---|--|--|
| Promote good practise in healthy eating | <p>Ensure that healthy eating and drinking is considered in all health promotion activities.</p> <p>Become a Food Sensitive City by increasing the number of community food growing spaces, urban agriculture initiatives and food assets and increased engagement in local food cultivation by local community members.</p> <p>Advocate to State and Commonwealth Governments to improve access to</p> | <p>Increased fruit and vegetable consumption within Yarra.</p> <p>Increased number of community food growing spaces and food assets</p> <p>Increased community members engaged in local food cultivation</p> | <p>Department of Health Victorian Population Health Survey,</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |

| Direction | Strategy | Indicators | Data Source |
|-----------|--|------------|-------------|
| | <p>affordable fruit and vegetables for our priority populations.</p> <p>Support the community in its attempt to reduce waste food through the Food Know How program.</p> | | |

Aim 5: Protect community health and wellbeing by protecting our environment.

| Direction | Strategy | Indicators | Data Source |
|---|---|--|--|
| 1. Ensure access to a high quality 'green' open space network aiming for fully accessible features | <p>Protect heritage and the Yarra River corridor.</p> <p>Manage competing demands for use of public and green open space.</p> <p>Continue to identify opportunities for new open space.</p> <p>Increase the amount of public and open space in areas with least access,</p> | <p>Yarra residents have access to green open space with accessible features within Yarra.</p> <p>Accessible parking bays are available nearby.</p> | <p>Victorian Environmental Assessment Council Public Open Space Data</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> |

| Direction | Strategy | Indicators | Data Source |
|---|---|--|--|
| | <p>in accordance with the Open Space Strategy.</p> <p>Seek to achieve more and better communal private open space within large public and private estates and new developments.</p> <p>Respect Indigenous land management, seeking opportunities to strengthen the connection between the knowledge of Traditional Owners and the way land is managed in Yarra.</p> | | |
| 2. Achieve a high standard of urban design with reference to the Child Friendly Cities Framework | <p>Manage change in Yarra's built form and activity centres through community engagement, land use planning and appropriate structure planning processes.</p> <p>Improve disability access to community amenities and built</p> | Improved urban design outcomes within Yarra. | <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |

| Direction | Strategy | Indicators | Data Source |
|--|---|--|--|
| | <p>environment.</p> <p>Protect Council assets through effective proactive construction management.</p> <p>Ensure children and young people have a range of opportunities to be consulted, and have input into the planning and development of Council policies, infrastructure, open spaces and services.</p> | | |
| 3. Address climate change locally through the efficient use of resources by the Council and the community and build resilient communities that can respond to the challenges of climate change. | <p>Implement the sustainable transport actions from the Yarra Environment Strategy to increase use of sustainable transport in Yarra leading to less air pollution, less congestion, improved community health and safety.</p> <p>Become a Food Sensitive City by increasing the number of community</p> | <p>Increasing sustainable transport as mode to/from work (for Yarra residents, workers)</p> <p>Increased use of sustainable transport within Yarra</p> <p>Reduced number of bicycle related crash incidences</p> <p>Increased number of community food</p> | <p>Victorian Department of Transport Public Transport Stops</p> <p>ABS Census of Population and Housing Journey to Work data</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> |

| Direction | Strategy | Indicators | Data Source |
|-----------|--|--|-------------|
| | <p>food growing spaces, urban agriculture initiatives and food assets and increased engagement in local food cultivation by community members.</p> <p>Work to increase the proportion of planning applications that incorporate Environmentally Sustainable Design and Accessibility Design principles.</p> <p>Implement objectives under Community Empowerment and Local Action from the Yarra Environment Strategy.</p> <p>Engage residents in local resilience building programs including the neighbourhood house network.</p> <p>Continue to assist Yarra residents</p> | <p>growing spaces and food assets</p> <p>Increased community members engaged in local food cultivation</p> <p>Increased level of positive responses to Yarra's <i>Community Wellbeing Indicators</i> as published by Community Indicators Victoria</p> | |

| Direction | Strategy | Indicators | Data Source |
|-----------|---|------------|-------------|
| | <p>(including priority groups) to connect with the people and places around them to create collective action for sustainability.</p> <p>Support and enhance existing natural resource management programs and actions.</p> <p>Maintain an up-to-date Heatwave Plan (as part of the Municipal Emergency Management Plan) and activate the plan when temperatures over a prescribed duration are likely to impact on the health of a community.</p> <p>Look to reduce urban heat island effect through the Urban Forest Strategy, urban agricultural initiatives and maintaining permeable land.</p> <p>Support the delivery of youth-led</p> | | |

| Direction | Strategy | Indicators | Data Source |
|-----------|---|------------|-------------|
| | <p>environmental awareness and sustainability campaigns and projects to reduce Yarra's ecological footprint, and access to information about adapting and being more resilient to future climate change scenarios.</p> <p>Encourage new development to incorporate environmentally sustainable design measures in the areas of energy and water efficiency, greenhouse gas emissions, passive solar design, natural ventilation, stormwater reduction and management, solar access, orientation and layout of development, building materials and waste minimisation.</p> | | |

5.2. Priority 2: Community Safety

Perceptions of a neighbourhood's safety are closely related to people's overall level of satisfaction with their community. Holding negative perceptions about their neighbourhood can deter people from building and maintaining social networks in their local area, and from accessing local services and recreational facilities. This results in social isolation and exclusion.

The evidence, related to perceived levels of safety rather than actual levels of crime, has been shown to influence activity levels within neighbourhoods. For example, parents who consider their neighbourhood to be unsafe are likely to put greater constraints on their child's activities.

In Yarra, there were 1433 recorded crimes against the person per 10,000 population in 2012 compared to 1134 in the Northern & Western Metro Region and the Victorian state average of 984.70

There were 9,561 recorded crimes against property per 100,000 population in Yarra in 2012, compared to 6,317 in NMR and the Victorian State average of 4,797.

The perception of safety in public areas of the City of Yarra during the day increased very marginally in 2012 to a score of 8.60 out of a potential 10. This remains the highest perception of safety in public areas during the day score recorded in over a decade of researching community perception of safety for the Yarra City Council Annual Customer Satisfaction Surveys.

The perception of safety in public areas of the City of Yarra at night also increased, from 7.11 to 7.24. This is also a very high perception of safety score and compares to the metropolitan Melbourne average of 6.91.

However, further analysis demonstrates a gendered difference in people feeling safe when walking home alone at night. Over half of women felt unsafe walking home alone at night in Yarra compared to a fifth of men.

Over the past 8 years, there has been a 22.3% increase in offences against persons, compared to the Victorian State average increase of 31.8%. However, from 2010-11 – 2012-13 there actually has been a 17% decrease in drug offences across Yarra, which includes a 53% decrease in trafficking offences.

5.2.1. Directions and Strategies

Aim 6: Create a safe environment by raising awareness and developing initiatives to address violence and its impact on individuals.

| Direction | Strategy | Indicators | Data Source |
|--|--|--|---|
| 1. Work collaboratively with community groups, police and government and non-government agencies to address critical safety concerns for the community. | <p>Continue to auspice the Local Safety Committee, a joint initiative of Victoria Police and Yarra City Council that brings together representatives of the major agencies and services in the municipality including: the Department of Human Services, North Yarra Community Health, North Richmond Community Health Centre, Yarra Drug & Health Forum, Neighbourhood Justice Centre and Department of Health.</p> <p>Continue to annually collect detailed local data on community perceptions of safety through the Annual Customer Satisfaction Survey.</p> | Yarra residents feel safer within their community. | <p>VicHealth Indicators Survey</p> <p>Community Indicators Victoria Survey</p> <p>Victoria Police Crime Statistics</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |

| Direction | Strategy | Indicators | Data Source |
|-----------|---|------------|-------------|
| | <p>Update and implement Graffiti Policy and associated management strategy.</p> <p>Improved management of public spaces, considering Crime Prevention through Environmental Design (CPTED).</p> <p>Provide safe and welcoming spaces at the Yarra Youth Community Centre and other Council facilities as appropriate for young people to access at key times i.e. exams times and after-school.</p> <p>Work with schools, Victoria Police and community agencies to support opportunities that engage children and young people on how to stay safe and</p> | | |

| Direction | Strategy | Indicators | Data Source |
|--|--|---|---|
| | <p>make decisions that reduce their risk and harm (including online).</p> <p>Require buildings and public spaces to provide a safe and attractive public environment.</p> <p>Build Council's knowledge base about the needs of women with disabilities experiencing violence and advocate for their needs through planning and policy.</p> | | |
| 2. Develop a safe community for women and children through the promotion of nonviolent and non-discriminatory social norms. | Continue to raise community awareness of the extent and nature of violence against women and children, through the Building A Respectful Community Strategy and by strengthening Council's commitment to and participation in White Ribbon Day. | Women and children feel safer within Yarra. | <p>VicHealth Indicators Survey</p> <p>Community Indicators Victoria Survey</p> <p>Victoria Police Crime Statistics</p> <p>Australian Bureau of Statistics Family and Domestic Violence Statistics</p> |

| Direction | Strategy | Indicators | Data Source |
|-----------|---|------------|--|
| | <p>Foster and promote respect and gender equity to the community by demonstrating best practice within Council, evidenced by Family Violence Policies and Procedures that ensure women who experience violence are supported adequately and are able to access services.</p> <p>Pursue evidence-based strategies to increase reporting of violence by women from culturally and linguistically diverse backgrounds and apply to work in Yarra.</p> <p>Build Council's knowledge base about the needs of women with disabilities experiencing violence and advocate for their needs through planning and</p> | | <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |

| Direction | Strategy | Indicators | Data Source |
|---|--|--------------------------------|--|
| | policy. | | |
| 3. Encourage gender equitable, safe and inclusive communities and organisations. | <p>Through Council's universal services, use effective referral and networking to improve women's health and wellbeing, and support children and young people to develop healthy relationships.</p> <p>Include the promotion of respectful relationships and the prevention of violence against women and children within the Annual Grants Guidelines.</p> <p>Implement the Welcome to Yarra Sport Audit program to increase the participation of women in organised sport.</p> <p>Support women with disabilities experiencing violence.</p> | Women feel safer within Yarra. | <p>VicHealth Indicators Survey</p> <p>Community Indicators Victoria Survey</p> <p>Australian Bureau of Statistics Family and Domestic Violence Statistics</p> <p>Victoria Police Crime Statistics</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |

| Direction | Strategy | Indicators | Data Source |
|-----------|--|------------|-------------|
| | <p>Better integrate gender equity dimensions into Council policies, plans, strategies and programs.</p> <p>Develop a Women's page on the Yarra City Council Website.</p> | | |

5.3. Priority 3: Reducing the Harm from Alcohol, Tobacco and Other Drugs

Alcohol

Alcohol is the world's third largest risk factor for disease burden. The impact of alcohol consumption on disease and injury is largely determined by two dimensions; the volume of alcohol consumed and the pattern of drinking.⁹⁴ Patterns of consumption, such as binge drinking, create significant public health and safety problems, not just in Yarra, but in urban centres throughout the western world.

Alcohol was the most widely used drug by Victorians in 2007, particularly among males. Yarra residents were significantly more likely to have purchased alcohol in the previous week compared with the Victorian average.

The proportion of 15–17 year olds in Yarra who reported drinking alcohol in the last 30 days was 66.6%, one of the highest recorded of any Victorian Local Government Area (LGA).

Ambulance attendances relating to alcohol continued to be highest in the inner city LGAs of Yarra, Melbourne, and Port Phillip.

The percentage of persons at risk of short-term harm from alcohol consumption in Yarra was 16%, compared to 10.2% for Victoria.

Tobacco

The WHO reports that tobacco use kills nearly six million people a year worldwide. By 2020, this number is calculated to increase to 7.5 million, and account for 10% of all deaths.

Smoking rates have dropped considerably for the general population. In 2013 only 13 percent of Victorians smoked regularly compared with 21 per cent in 1998 (Cancer Council Victoria, 2013). The same cannot be said for social disadvantaged and vulnerable populations. National figures are:

- After adjusting for differences in age structure, people living in areas of most disadvantage were much more likely to be daily smokers (33% of men and 26% of women), compared with those in areas of least disadvantage (12% and 11% respectively).
- The rate of daily smokers for single persons with dependent children is 37% compared with 18% for coupled persons with dependent children.
- People with high/very high levels of psychological distress (31%) were more likely to be daily smokers than people with moderate (22%) or low levels of distress (16%).
- In 2008, almost half of Indigenous Australians aged 18 years and over were daily smokers (45%). After adjusting for differences in age structure, Indigenous Australians were still more than twice as likely to be daily smokers as non-Indigenous Australians (45% compared with 19%).

Melbourne-based research has shown a greatly elevated prevalence of smoking among homeless people (77%), with those who are street homeless reporting higher rates of 93%.

Notably, the proportions of 15–17 year olds in Yarra who smoke are among the highest recorded of any Victorian LGA.

Other Drugs

Yarra was one of five LGAs in metropolitan Melbourne with the highest number of non-fatal benzodiazepine-related ambulance attendances in the period 2007 to 2010.

The City of Yarra has consistently recorded the highest number of non-fatal heroin overdoses for the period 2007 to 2010. However the lowest recorded percentage, across the four years, was in 2010 when one-fifth (20%) of non-fatal heroin overdoses were attended by ambulance in Yarra.

Yarra was ranked second highest LGA in Victoria for offences related to drug usage and possession, at 8.1 per 1,000 population, compared with 1.9 per 1,000 population for Victoria.

5.3.1. Directions and Strategies

Aim 7: Reduce the harm resulting from alcohol misuse in the community.

| Direction | Strategy | Indicators | Data Source |
|--|--|--|--|
| 1. Use the planning scheme to ensure appropriate location and concentration of licensed venues | Review Section 22.9 (LICENSED PREMISES POLICY) of the Local Planning Policy Framework. Continue interdepartmental liaison on Liquor Licence applications. | Appropriate location and concentration of licensed premises. | Yarra City Council Annual Customer Satisfaction Survey Victorian Commission for Liquor and Gaming Regulation data |
| 2. Make informed and positive contributions to improve the regulation and enforcement of liquor licenses. | Keep informed of State and Federal policy to reduce alcohol-related harms and seek to leverage the work of other agencies and other levels of government. | Improved regulation and enforcement of liquor licenses. Hours of trade & type of license of licensed premises | Yarra City Council Annual Customer Satisfaction Survey Victorian Commission for Liquor and Gaming Regulation data Department of Health Victorian |

| Direction | Strategy | Indicators | Data Source |
|---|---|---|---|
| | <p>Investigate ways to better assess the cumulative impact of liquor licenses in entertainment precincts, considering the capacity of precincts, not just venues, to accommodate patrons.</p> <p>Work with the Victorian Commission for Gambling and Liquor Regulation, Victoria Police, the Alcohol and Other Drug Sector and members of the food and beverage industry to create better forums (including electronic) to improve policy and practice.</p> | | <p>Admitted Episodes Data Set</p> <p>Program reporting</p> |
| 3. Work with local venues to promote the responsible service of alcohol and maintenance of community amenity in and around premises. | <p>Continue to auspice the Yarra Liquor Licensee Forum attended by local licensees, Victoria Police, VCLGR and the Alcohol and Other Drug Sector.</p> <p>Continue to partner with Good Sports Program to create healthier attitudes</p> | <p>Maintained amenity in and around venues.</p> <p>Good sports training programs conducted.</p> <p>All licensed clubs become registered and accredited with the Good Sports</p> | <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Department of Health Victorian Admitted Episodes data set</p> <p>Australian Drug Foundation Good Sports data</p> |

| Direction | Strategy | Indicators | Data Source |
|--|---|------------------------------------|---|
| | to alcohol in sporting clubs. | Program. | Program reporting |
| 4. Improve the safety of Yarra's night time entertainment precincts by improving amenity and diversifying activity. | Develop the City of Yarra Night Time Economy Strategy, focusing on: improving amenity and precinct functionality through street cleaning, public amenities, traffic management and urban design treatments; and facilitating an increased range of entertainment options for the whole-of-community through strategic land use planning, improved community access to Council facilities and the programming of regular events. | Residents feel safer within Yarra. | VicHealth Indicators Survey Community Indicators Victoria Survey Department of Health Victorian Admitted Episodes data set Yarra City Council Annual Customer Satisfaction Survey Program reporting |

Aim 8: Reduce the impacts of illicit drug use in the community.

| Direction | Strategy | Indicators | Data Source |
|--|---|--|--|
| 1. Reduce the amenity impacts associated with injecting drug use. | Maintain local amenity through decreasing the presence of discarded needles, syringes and related waste | Reduced amenity impacts associated with injecting drug use in Yarra. | VicHealth Indicators Survey Community Indicators Victoria |

| Direction | Strategy | Indicators | Data Source |
|---|---|--|--|
| | <p>through the Needle & Syringe Collection Contract.</p> <p>Improve the urban design and management of public and private spaces including laneways.</p> <p>Promote the Protocols for the Management of Injecting Drug Use Issues in Yarra and associated resources to improve resident and business confidence in how to respond to people affected by drugs and the safe removal of needles and syringes.</p> | Residents feel safer within Yarra. | <p>Survey</p> <p>Victoria Police Crime Statistics</p> <p>Department of Health Victorian Admitted Episodes data set</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Yarra City Council syringe management services data</p> <p>Program reporting</p> |
| 2. Work with government and non-government agencies to promote evidence-based policy and practice to minimise the harms from illicit drug use. | <p>Continue to coordinate the effort of local services, Police and Council through the Yarra Drug and Health Forum.</p> <p>Actively participate in the Whole of</p> | Increased coordinated advocacy around the implementation of additional harm reduction strategies in Yarra. | Program reporting |

| Direction | Strategy | Indicators | Data Source |
|-----------|--|------------|-------------|
| | <p>Victorian Government Alcohol and Drug Hotspots Project.</p> <p>Advocate for the implementation of additional harm reduction strategies in Yarra as a means of improving public amenity and increasing perceptions of safety, and reducing drug related harm, including supporting the peer administered naloxone program and advocating for: supervised injecting facilities, extending the hours of needle & syringe programs; increasing outreach to people who inject drugs during evenings and weekends; enabling peer distributed needles and syringes; and installing syringe vending machines.</p> | | |

Aim 9: Reduce rates of smoking in the community.

| Direction | Strategy | Indicators | Data Source |
|---|--|---|---|
| 1. Work with peak bodies for adequate resourcing of initiatives that will assist in reducing harms from smoking and supporting communities to de-normalise smoking, especially when children and young people are present. | <p>Work in partnership with the Municipal Association of Victoria along with Quit Victoria, the Cancer Council and Heart Foundation, to continue to advocate to State Government for a state-wide framework and supportive funding to further reduce smoking in outdoor areas.</p> <p>Explore positive ways to support the most disconnected and vulnerable in our community to reduce and quit smoking.</p> | <p>Decreased number of Yarra residents who smoke.</p> | <p>Department of Health Victorian Population Health Survey</p> <p>Australian Institute of Health and Welfare National Drug Strategy Household Survey</p> <p>Yarra City Council Annual Customer Satisfaction Survey</p> <p>Program reporting</p> |

5.4. Priority 4: Closing the Gap on Indigenous Health

Health planning for Indigenous populations in Yarra is consistent with the aims of the national approach, which are: to improve health, education and employment, and close the gap in Indigenous disadvantage.

Factors such as dispossession, discrimination and past policy and practice, impact on the health on Aboriginal Australians. The results of often low socioeconomic status, which has implications for housing, justice, employment, and education continues to have impacts on the health and life expectancy of Aboriginal Australians.

The life expectancy for Aboriginal Australians is 67.2 years for males and 72.9 years for females compared with 78.7 years and 83.5 years for non-Aboriginal Australians respectively. This means that the gap in life expectancy for Aboriginal and non-Aboriginal Australians is 11.5 years for men and 10.6 years for women.

5.4.1. Directions and Strategies

Aim 10: Council acknowledges the negative impacts of racism and discrimination on institutional and personal relationships between Indigenous and non-Indigenous people in Yarra and is committed to achieving the best outcomes for Indigenous people.

| Direction | Strategy | Indicators | Data Source |
|---|--|--|-------------------|
| 1. Promote health equality through the celebration of Indigenous culture | Complete the Yarra Aboriginal Partnerships Plan 2011-2014 that focuses on strengthening partnerships, promoting culture, advocacy, engagement and consultation and anti- | Recognise, promote and celebrate Indigenous culture. | Program reporting |

| Direction | Strategy | Indicators | Data Source |
|-----------|---|------------|-------------|
| | <p>racism strategies.</p> <p>Implement Yarra City Council's Reconciliation Action Plan 2012-2014, including: Celebrating NAIDOC Week and National Reconciliation Week through the annual Songlines event at the Fitzroy Town Hall.</p> <p>Implement the organisation-wide strategy for cultural awareness training.</p> <p>Continued use of Council's acknowledgement of Traditional Owners at events and in communications.</p> <p>Support connections to cultural</p> | | |

| Direction | Strategy | Indicators | Data Source |
|-----------|--|------------|-------------|
| | <p>precincts (e.g. Gertrude Street), provide employment opportunities for Aboriginal workers at Council and support community employment opportunities.</p> <p>Work to achieve aims expressed in the Victorian State Government's Close the Gap Statement of Intent (2008)</p> | | |

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