

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

18 March 2014

Agenda Item 7.3	Final Annual Review and Evaluation of Greater Shepparton Public Health Plan 2009-2013	
Attachment 1	ANNUAL REVIEW 2013 AND FINAL EVALUATION - Municipal Public Health Plan 2009-13	128



Municipal Public Health Plan – Annual Review and Final Evaluation 2013



Municipal Public Health Plan – Annual Review and Final Evaluation 2013

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Purpose

The Annual Review and Final Evaluation 2013 is a necessary reporting requirement at the end of the term of each Municipal Public Health Plan (MPHP). A final review and evaluation is included in this report to capture the progress, achievements and effectiveness of the Greater Shepparton Municipal Public Health Plan 2009-2013's strategic objectives.

The Annual Review 2013 reports the total progress made toward delivery of the strategic objectives during the period from 1 July 2012 to 30 June 2013.

The final evaluation is an integral part of the evaluation phase of each four year Public Health planning cycle. The aim of an evaluation is to:

- capture the effectiveness of the MPHP strategic objectives
- inform future related plans and public health policies
- strengthen and recognise collaborative partnership efforts
- assist with future resource allocation.

Background

Greater Shepparton's current MPHP was adopted in late 2009 and ended 30 June 2013.

The Municipal Public Health Plan is a requirement under local government's strategic planning process specified in the Health Act (1958) and is a requirement for each local Council under the Public Health and Wellbeing Act 2008. The MPHP sets health priorities to address population health trends and achieve optimum health outcomes in our local community. The progress made to deliver these strategies is captured and reviewed to evaluate the effectiveness of each MPHP. Contributions from partnership stakeholders recognise how collaborative efforts maximise health outcomes.

An annual review is required each year of the MPHP. The annual review monitors any progress, captures achievements, demonstrates the effectiveness of partnership efforts, recognises any impact on community behaviour and informs future public health planning or policy.

The evaluation process involves discussions with those responsible for the development of the current MPHP, to reflect on the effect of the Plan in the Municipality, document achievements, prepare for upcoming events and co-ordinate general discussions using an analysis approach.

Local governments continue to influence health and wellbeing in their local community and are in the best position to respond to or identify local and diverse community needs.

Budget

Budget cover will continue to be provided under the Community Strengthening Branch and include:

- community consultation, including external engagement opportunities i.e. surveys, information sessions
- development of MPHP
- annual review and monitoring of annual achievements
- Health and Wellbeing workshops, initiatives, health prevention and promotion events

- Internal discussions with staff.

Summary of previous Annual Reviews

Greater Shepparton Municipal Public Health Plan – Annual Review 2010

A recommendation identified that rather than having separate task groups operating independently, a combined effort to form an integrated approach with member representatives encouraged from different Council branches and external partners providing health services, community services and emergency service/police, would maximise effort and prevent multiple meetings.

Greater Shepparton Municipal Public Health Plan – Annual Review 2011

It is evident from the review 2011 that the next MPHP would need to reflect community aspirations obtained through various engagement strategies and avoid capturing Council services and everyday functions too specifically. Encouraging a 'whole' Council and community integrated approach, where the responsibility can be shared with a lead organisation nominated only.

It was also recognised that health objectives need to be regularly reviewed to keep the objectives active, relevant and achievable. Again the current monitoring and development of an annual action plan approach will assist this process.

Greater Shepparton Municipal Public Health Plan – Annual Review 2012

Further progress has demonstrated a consistent level of achievement and partnership contribution.

Some Council branches are continuously progressing with key health objectives when these objectives form part of a branch plan with regular reporting of the delivery of objectives or progress towards achievement are met.

Many existing internal and external partnerships are recognised in the current MPHP and demonstrate ongoing commitment to health and wellbeing targets. ie DAC, OPAC.

It has been noted that:

- Staff changes have made it difficult to implement progressive changes and achieve preferred health outcomes.
- Many health objectives are written in a way that performance measures or progress has been more difficult to capture or measure.
- Changes in LGA statistics that identify local health trends have been used to provide local evidence of emerging needs and will continue to inform future health planning.
- Limitations or specific funding opportunities can influence health outcomes.
- Changes in work practices over time have recognised the significant contribution of health service providers, supporting agencies, partners and volunteers.

There is an ongoing commitment to integrated Council planning.

Summary of current Annual Review and Final Evaluation

Greater Shepparton Municipal Public Health Plan – Annual Review 2013

Collaborative efforts demonstrated an increase in the total number of culturally significant events with evidence of strong local partnerships. The introduction of an annual calendar captured annual events and celebrations and enhanced cultural acceptance within our local community.

New partnerships utilising community gardens were established to develop programs around food security and community participation.

River Connect continued to demonstrate activities combining social engagement opportunities, recognition of culturally significant landmarks and appreciation of natural environmental aspects of our river system.

The Disability and Advisory Committee (DAC) demonstrated methods of improved communication for our local population and continued to develop their prominence by providing hearing loops and visual aids during Council engagement opportunities.

Council established a smoke free trial in outdoor dining areas with the support of local businesses operating on public land under an outdoor dining permit with amended terms and conditions for the term of the trial.



Final Summary of Achievements

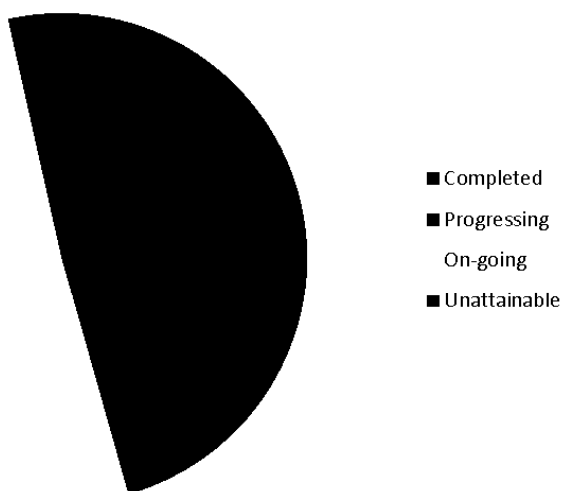
The delivery and progress of the current Health Plan's strategic objectives in the Greater Shepparton Public Health Plan 2009-2013 have been categorised into four performance measures to determine the level of achievement:

- *Completed – Indicates that no further work was required to meet this objective.
- Progressing – Reflects that planning or work to deliver this objective has commenced with further work or endorsement of a strategy required.
- On-going – This demonstrates that an objective may refer to a regular service delivered by Council or some progress has been identified.
- Unattainable – Confirms that the objective is unable to be delivered or performed due to a lack of funding to achieve it, or that previously funded programs have ceased.

**Completed targets have progressively been removed from the Appendix.*

The table below summarises our achievements so far:

Performance measure:	Number completed:	Percentage of total objectives:
Completed	14	25 %
Progressing	12	21 %
On-going	29	51 %
Unattainable	2	3 %
	57	

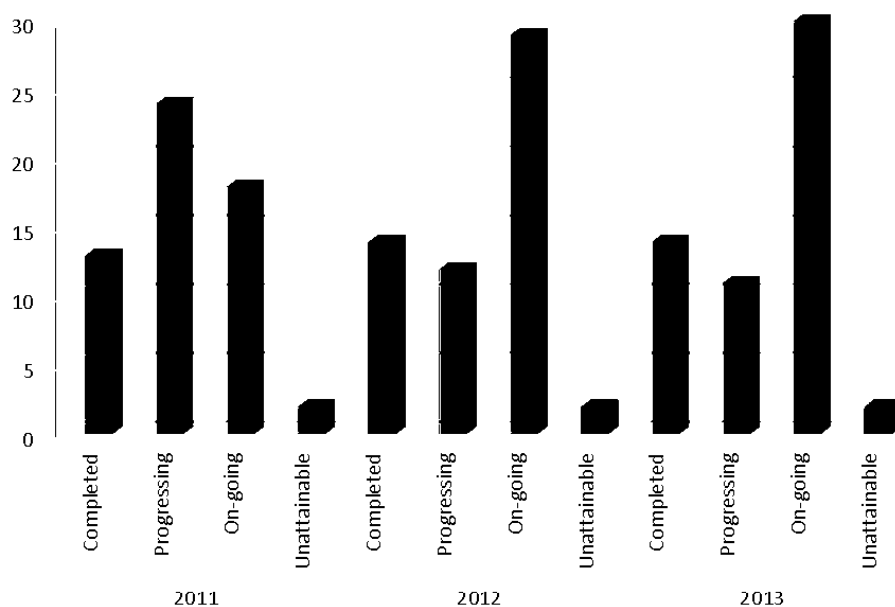


Final Evaluation

The Health Plan has remained an active document for Council, with regular reviews and shared responsibilities, partnering approaches and a continual delivery of objectives. It was observed that achievements were maximised if the objectives formed part of the Branch Planning and Strategic Documents.

The extensive increase in the number of health and wellbeing objectives recognised as ongoing status demonstrate a continuous effort toward delivering programs and strategies to address the local needs of our residents and should be celebrated.

Fewer objectives were still progressing in the final year of the MPHP and were reviewed to inform our current Municipal Health and Wellbeing Action Plan 2013-14. This information becomes vital in continuing partnership efforts and activity.



Comparison of Results

The table above displays a comparison of results between the final three years of the MPHP. It is indicated over time that some health and wellbeing objectives captured annual tasks and services performed by Council and that is reflected in the transfer of results from progressing earlier phase of the MPHP in 2011 to later years of 2012 and 2013 consecutively as an ongoing status, particularly once each strategy was established or recognised.

It is also evident that the two unattainable objectives remained for the term of the MPHP due to funding ceased, with no change.

A small number of objectives were completed in the early phase and this showed little increase for the remaining term of the MPHP.

Appendix One - Engaged and Socially Inclusive Communities

* Shaded area indicates designated lead organisation in MPHP

MUNICIPAL PUBLIC HEALTH PLAN 2009 - 2013 REVIEW OF PROGRESS AGAINST KEY STRATEGIC OBJECTIVES

ENGAGED AND SOCIALLY INCLUSIVE COMMUNITIES			
1. PARTICIPATION IN COMMUNITY ACTIVITIES			
Objective	Community Strengthening		Status
Implement volunteer support and referral network	Volunteer Manager's Network meetings continued to be co-ordinated by Council quarterly. Volunteer Strategy to be developed.		Ongoing
Objective	Community Strengthening		Status
Promote neighbourhood houses and education centres as community centres	During 2013 MOU's have been finalised, approved and signed for a three year period by all community houses. Representatives from each neighbourhood house presented to Councillors their annual achievements and discussed local needs.		Ongoing
2. PARTICIPATION IN DECISION MAKING			
Objective	Community Strengthening	Organisational Performance	Status
Implement and promote the Greater Shepparton City Council Community Engagement Strategy in all Council projects	The Engagement Strategy is scheduled for review during 2013.	Community Engagement responsibilities now overseen by the Culture and Community Strengthening Branch.	Ongoing
Objective	Community Strengthening		Status
Celebrate and promote community leaders	In 2013 the Women's Charter Advisory Committee continued to meet regularly and hosted an International Women's Day Event 'Cooking and Comedy' in the evening of 8 March 2013		Ongoing
Objective	Community Strengthening		Status
Develop and promote initiatives to increase involvement of the Aboriginal community and migrants in the Council and community decision making	During 2013 an increased in-kind contribution for events in partnership occurred including the Apology Breakfast, Unity Cup, Reconciliation Week, NAIDOC Week, and the Indigenous Careers Expo.		Ongoing
Objective	Planning and Development		Status
Develop integrated planning process for Greater Shepparton City Council	In 2013 new approaches and internal network meetings actively contributed to an ongoing commitment to improving our integrated planning approach.		Progressing
Objective	Community Strengthening		Status
Increase youth leadership programs	In September 2013 the Greater Shepparton Youth Strategy was adopted and launched. The Youth Officer position has remained vacant for twelve months and is under review.		Progressing
3. GATHERING PLACES AND NEIGHBOURHOODS ARE CONDUCIVE TO SOCIAL CONNECTEDNESS			
Objective	Community Strengthening	Planning and Development	Status
Increase accessibility of public transport in Greater Shepparton:	Transport Connection Project ended 30/06/13 contributions continue towards installation of a Taxi rank upgrade with CCTV in Fryers Street, implementation of the Cycling Strategy and installation of bike storage at Aquamoves are progressing. Getting There Network, Transport Volunteer Education Program, Way Finding Strategy have been implemented.	Public Transport Exchange in CBD - A preliminary concept design has been completed on the public transport exchange redevelopment in Shepparton's CBD. CBD Strategy - The Vaughan Street redevelopment plan has been endorsed with Council funding for progressing.	Progressing
4. SAFE AND SUPPORTED COMMUNITY			
Objective	Community Strengthening		Status
Support and assist the delivery of activities of the Community Safety Plan	In 2013 the delivery of strategies from the Action Plan continued to progress well.		Progressing

Objective	Community Strengthening	Planning and Development	Status
Evaluate current standards and implement appropriate planning requirements for alcohol and gaming outlets		A social and economic assessment to evaluate any local impact of developments that influence gambling, alcohol and gaming has not been undertaken.	Ongoing
5. EQUITABLE ACCESS TO INFORMATION AND RESOURCES TO THE GREATER SHEPPARTON COMMUNITY			
Objective	Community Strengthening	Aged and Children Services	Status
Develop and implement procedures relating to best practice for the provision of information in Greater Shepparton (accessible for culturally and linguistically diverse, hearing and visual supported individuals)	During 2013 the development of a language services policy progressed; with CALD events being listed on Council's website.	The use of hearing loops for hearing impaired residents became available for public meetings.	Progressing Status
Objective	Planning and Development		Status
Support the development and implementation of a Greater Shepparton City Council signage policy to incorporate both Council owned or managed facilities, along with opportunities to improve private holdings	The Planning and Development branch developed a Special Events and Promotions Signage Policy (adopted 15 June 2010) and remains responsible for advertising signage approvals, including guidance to commercial businesses.		Ongoing Status
Objective	Events and Promotions		Status
Support the implementation of co-ordinated community events network	Council regularly support, promote and provide guidance to community groups in preparation for community events, celebrations and activities planned. Suggested training sessions to empower community groups to organise events has been considered for 2014.		Progressing
6. OUR DIVERSE COMMUNITY			
Objective	Community Strengthening		Status
Develop and implement a cultural diversity policy plan	The implementation of the Cultural Diversity and Inclusion Strategy continued in 2013 with a partnership contribution with health and welfare providers to develop a welcome kit for new arrivals, establish a multi-faith room, support for cultural festivals and events (Cultural Diversity Week, Refugee Week, Harmony Day) and the distribution of art foils created by local artists to celebrate cultural diversity and challenge race based discrimination in the community.		Progressing Status
Objective	Aged and Children Services		Status
Support the ongoing operations of the Greater Shepparton Disability Advisory Committee (DAC)	Regular monthly meetings occur to provide advice during planning or development phases of new projects or refurbishment of public facilities within Council.		Ongoing Status
Objective	Aged and Children Services		Status
Ensure all activities which are significant in nature are referred to the DAC	DAC consultation has become a compulsory part of all project planning processes and Council's Access and Inclusion Officer attends regular meetings. A new DAC flowchart has been created to ensure DAC involvement is increasing culture change.		Ongoing Status
Objective	Community Strengthening	Aged and Children Services	Status
Ensure all activities and programs delivered by Greater Shepparton City Council and community groups within Greater Shepparton actively promote the inclusion of people with all abilities and religious, sexual and political views.	Adoption of the Community Development Framework in November 2010 continues to encourage participation of all residents and cross-sector partnership efforts.	The draft Universal Access and Inclusion Plan 2012-2015 replacing the Disability Action Plan was open for consultation during 2013.	Ongoing Status
Objective	Aged and Children Services	Economic Development	Status
Support the delivery of the skilled migration program	Incorrectly assigned to Aged and Children's Services - please refer to Economic Development.	Funding ceased for this program.	Unattainable
7. OUR COMMUNITY'S ARTS AND CULTURE			
Objective	Art Gallery and Riverlinks		Status
Develop an awareness raising program for GSCC, incorporating all levels and sectors promoting the links between health and culture	Once again the Emerge Festival was held and reflected the need of local volunteers.		Ongoing Status
Objective	Community Strengthening	Art Gallery and Riverlinks	Status

Support the development and delivery of the Arts and Culture Strategy	The distribution of art foils throughout the Municipality during 2013, including small towns, demonstrated what art projects can deliver.	A Cultural Framework was drafted in 2011 to support a previous Arts and Culture Strategy drafted in 2009.	Progressing
Objective	Art Gallery and Riverlinks		Status
Promote the municipality's cultural precincts and art spaces	In 2013 local artists were engaged to design art foils under the LEAD project, which were installed on footpath areas throughout Greater Shepparton.		Ongoing
Objective	Community Strengthening		Status
Support the implementation of the cultural outcomes from the River Connect Master Plan	The River Connect Strategic Plan adopted in May 2011 continues to promote all aspects of the River and floodplain environments, enhancing a sense of custodianship of the land, appreciating cultural awareness in five main areas; connecting communities, connecting environment, connecting aboriginal people, education, communication and education. In 2013 the Flats signage was launched. In May/June 2013 schools attended three education sessions Sustainability and Water, Pest v Rest and Water Bugs and Environments at Reedy Swamp and Broken River Drive. VCAL and Berry Street students enjoyed some orientation and weed mapping among a range of activities. An annual Clean Up Australia promotion continued. Combined indigenous sessions with Parks Victoria and two schools was held in March. Regular participation in Kidsfest, Activities in the Park and Twilight Strolls continued. A significant increase occurred in the number of times the RiverConnect website is now viewed.		Ongoing
Objective	Art Gallery and Riverlinks		Status
Support the adoption and implementation of the Public Art Policy	The completion of the Tunnel Art project in 2013 with an anti-graffiti finish celebrated an acceptance of public art to enhance areas and decrease graffiti.		Ongoing

Appendix Two - Physically Healthy Communities

* Shaded area indicates designated lead organisation in MPHP

MUNICIPAL PUBLIC HEALTH PLAN 2009 - 2013

REVIEW OF PROGRESS AGAINST KEY STRATEGIC OBJECTIVES

8. ACCESS AND SUPPORT FOR COMMUNITY MEMBERS TO BE PHYSICALLY ACTIVE			
Council Branch Responsible:			
Objective	Community Strengthening	Leisure Facilities	Status
Provide places, spaces, events and programs that are accessible and inviting which encourage participation in physical activity for people of all ages and abilities.	In 2013 a Public toilet review commenced requesting input from community members..	Activities in the Park offered a range of over 150 activities throughout Greater Shepparton at various locations throughout the year.	Ongoing
Objective	Leisure Facilities		Status
Promote current infrastructure and program services and commit to maintaining a minimum level that supports physical activity in Greater Shepparton.	Aquamoves continuously review their regular programs and choices to cater for customer needs.		Ongoing
Objective	Community Strengthening	Leisure Facilities	Status
Work with community agencies to identify and deliver programs which promote physical activity in Greater Shepparton.	As part of Hume Region's Healthy Eating strategy benchmark surveys are being distributed to gather local evidence to inform program development that promotes healthy eating choices.	2013 New programs utilising community gardens are being developed in partnership with Rumbalara, Kidstown and local agencies.	Progressing
Objective	Leisure Facilities	Recreation and Parks	Status
Promote active leisure in open spaces.	Leisure facilities staff continue their 'Activities in the Park' as part of the 'Healthy Communities' funding obtained. During 2013 a chess set was installed at Victoria Park Lake.	Recreation and Parks staff have continued to regularly maintain all parks and recreational areas to encourage active lifestyle choices, covering over 600 sites, 130 parks and 43 sports fields.	Ongoing
Objective	Leisure Facilities	Recreation and Parks	Status
Support the development of an open space strategy to determine distribution of parks and open spaces and the amenity requirements for each venue.	Leisure Facilities continue to investigate possible training opportunities through Vic Health in partnership with other Council branches to consider new initiatives.	During 2013 the continued use of a five star rating system has been referred to when considering the development or refurbishment of open spaces and recreational or play areas.	Ongoing
Objective	Recreation and Parks		Status
Ensure all open spaces meet appropriate guidelines as identified through the DAC.	In 2013 a Checklist of approvals includes regular consultation with DAC to meet universal access requirements.		Ongoing
Objective	Community Strengthening	Leisure Facilities	Status
Support the development and promotion of a community gardens model utilising both education and community spaces.	Participation in Kidstown development considerations and possible utilisation of community garden models is continuing.	Leisure Facilities have co-ordinated a review of the Kidstown development to include community garden with education provision and market possibilities.	Progressing
Objective	Community Strengthening		Status
Ensure inclusion of physical activity opportunities in the development of the River Connect Master Plan.	The original River Connect Master Plan has been renamed Strategic Plan. River Connect continues to encourage the community to enjoy the outdoors, particularly along the rivers. The Strategic Plan has identified performance indicators to improve physical access to the water by extending shared path networks, providing access for all abilities, and has worked with local schools to use the river as an outdoor classroom. Extensions to existing walking tracks continuing. Canoe trips have been provided to promote active lifestyle choices. Significant aboriginal and European sights have been captured.		Ongoing

Objective	Leisure Facilities		Status
Actively support the implementation of physical activity programs which specifically target vulnerable populations.	Many existing and new programs continue to meet changing demands and local health priorities, including inclusion of new partners. Consideration of translators, interpreters and hearing loops in planning advertising material and programs continues.		Ongoing
Objective	Leisure Facilities		Status
Implement Greater Shepparton on the Moove.	A review of Twilight Strolls, Pedometer Challenge and the various Activities in the Park resulted with new partnerships and far more events programmed in more locations to encourage participation.		Ongoing
9. ACCESS FOR ALL COMMUNITY MEMBERS TO QUALITY NUTRITION			
Objective	Community Strengthening	Aged and Children Services	Status
Develop a coordinated plan for the delivery of food support services for all residents of Greater Shepparton.	Community Strengthening participating in collaborative approach to local food security issues, including seasonal fluctuations in population.	Meals on Wheels program continues to deliver over 1,000 meals weekly, including both hot and frozen meals, while being a referral agency for other food support agencies to the frail, aged, convalescing or vulnerable community members.	Ongoing
Objective	Community Strengthening	Aged and Children Services	Status
Increase access to nutrition education programs in schools and early childhood networks.	Currently investigating opportunities in partnership to deliver programs under regional health promotion priority of 'Healthy Eating'.	Partnership with GV Health providing 'Smiles for Miles' program, including educational support of basic dental needs and importance of meeting early nutrition needs.	Ongoing
Objective	Community Strengthening		Status
Identify Greater Shepparton City Council as a role model to industry by implementing healthy eating policies / guidelines for all Council catered events.	Sourced Heart Foundation food guidelines to inform the development of healthy food options at Council events and considering strategies to implement healthier and culturally acceptable choices being introduced at all events. New Lease to Hayes Catering who provide catering for Council office functions does include some alternatives.		Ongoing
Objective	Aged and Children Services		Status
Support ongoing objectives / principles of Kids Go For Your Life.	Best Start funding ceased in 2009. Go for Your Life programs funding was ceased by the State Government in mid-2011.		Unattainable
10. HEALTHY LIFESTYLE STRATEGIES AND MECHANISMS WHICH SUPPORT QUALITY OF LIFE FOR ALL RESIDENTS			
Objective	Aged and Children Services		Status
Support the promotion and delivery of programs and strategies that support health in Greater Shepparton including; immunisation, maternal & child health, early years strategy, positive ageing strategy.	Maternal Child Health (MCH) nurses comply with guidelines and meet changing practices, demonstrated by our new method of enquiry used during MCH health visits. The Positive Ageing Advisory Committee (PAAC) co-ordinated two forums in 2013, Safety for Seniors which was well attended and Mobility Scooter Safety with reasonable attendance numbers.	Environmental Health Environmental Health team continues to provide immunisation services at 11 regular centres to provide free scheduled national immunisations and vaccines for purchase with a broader range of cohorts (age groups) being immunised. Year 9 boys are an additional age cohort to be included in immunisation schedule for HPV and resulted with a significant increase to workload and impact on resources. There were also catch up vaccines required. Extending HPV impacted on current resources available with additional hours required for those staff involved in administering vaccines.	Ongoing
Objective	Community Strengthening	Aged and Children Services	Status
Support agencies to identify emerging trends affecting the Greater Shepparton community.	This team continue to co-ordinate and participate in a range of consultative bodies to inform Council's policy and direction including the		Ongoing
Objective	Community Strengthening	Events and Promotions	Status
Support and promote the implementation of a sun protection policy for all Greater Shepparton City Council public open space and include guidelines in the hire policy of venues during summer.	Procedures for Volunteers listed by Events continue to be met by this branch.	At events Volunteer marquees are fitted out with drinks, broad brimmed hats, sunscreen, aeroguard, bottles of water, suitable clothing and shade.	Ongoing
Objective	Environmental Health		Status
Support and promote the implementation of actions identified in the Food Management Strategy to improve food safety compliance in Greater Shepparton.	The Food Act dictates guidelines and gives Council control to close businesses if food safety practices are identified with annual audits of all class one/high and class two/medium risk food premises.		Ongoing
	Incorrectly assigned refer to Environmental Health.		Ongoing

Objective	Community Strengthening	Environmental Health	Human Resources	Status
Support and promote the implementation of up to date smoke free policies at all public buildings.	A smoke free outdoor dining trial has been implemented for cafes operating on public land/footpaths.	Continue to provide advice and interpretation of changing legislation and Council requirements.	Incorrectly assigned to this branch.	Ongoing
Objective	Sustainability & Environment	Waste Management		Status
Support the evaluation of current waste wise community strategies and support the review and implementation of new Waste Management and Waste and Litter Education Strategies.	Through Sustainable Community projects and Small Town Planning these are continuously being considered.	A Waste Management Review was released for public consultation during 2013.		Progressing