

Prevention and Health Promotion strategies for community awareness and engagement

In Victoria, the term 'integrated health promotion' refers to agencies in a catchment working in a collaborative manner using a mix of health promotion interventions and capacity building strategies to address priority health and wellbeing issues, including communicable and chronic diseases.

This is enacted through partnerships and collaboration and focuses on;

- implementation of health promotion interventions at both the individual and population-wide level
- actions which enable capacity building
- Identification and engagement with key stakeholders (health, local government, community services and community groups etc.), across a broad range of settings to be inclusive of determinants of health.

Public Health Units have Prevention and Population Health teams to support 'communities to live healthier lives through place-based prevention and population health initiatives delivered in partnership with local organisations'¹.

The Loddon Mallee Public Health Unit Prevention and Population Health teams are divided into 3 sub-regions:

- **Murray** - includes Swan Hill, Campaspe, Gannawarra and Buloke (excluding Sea Lake)
- **Mallee** – includes Mildura, Robinvale and Sea Lake (from Buloke Shire)
- **Loddon** - includes Greater Bendigo, Loddon, Mt Alexander and Macedon Ranges

Objective	To increase the awareness of specific health issue/diseases and inform community on how to prevent, prepare and respond		
Expected Impacts	<ul style="list-style-type: none"> • Increased number of community who are aware of the issue and take action or change behaviours • Increased knowledge and skills related to the disease/issue • At risk community members participate in preventative actions, screening and immunization • Key stakeholder settings (eg workplaces, schools etc) participate and implement health promotion and preventative changes through policy, procedures and practices 		
Strategies	Key actions	Resource links	Key Partners/Who

¹ Department of Health, LPHU Outcomes Framework October 2022

<p>Social Marketing and Health Information</p>	<p>Develop and implement a Communication Strategy/Plan for the particular issue you want to address. Consider including;</p> <ol style="list-style-type: none"> 1. Building a package of evidence informed approved health and wellbeing information <ul style="list-style-type: none"> • Utilize authorised content provided by Victorian Department of Health and Australian government Department of Health • Consider immediate information needed and post event information eg. Ongoing supports such as mental health, domestic violence • General information • Bespoke community information – local supports, services etc. / <ul style="list-style-type: none"> ○ Understand what local services have developed (do not reinvent) • Consider health literacy <ul style="list-style-type: none"> ○ Language – multi-cultural and interpreted information ○ Ensure content is culturally sensitive and appropriate to target audiences 2. How are you going to communicate this information and for how long will this be needed? <i>While the peak of events may be over ongoing and residual effects need to be accounted for.</i> <ul style="list-style-type: none"> • Media avenues <ul style="list-style-type: none"> ○ Radio ○ Print media (media release, advertisements etc.) ○ Social marketing ○ Community and professional networks • Events • Mail out • Other opportunities 3. Engage trusted people and expert/s in the field to be spokes people to the issue 	<p>Victorian DH Chief Health Officer alerts Australian govt DH</p> <p>Centre for Culture Ethnicity and Health</p>	<p>LMPHU Communicable disease team, Epidemiologist & PPH teams</p>
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	<ul style="list-style-type: none"> Trusted local people eg. Mayor, GP, Health Service CEO, Community Advocate State / national voice eg. Dr Norman Swan 		
			<p>Refer to community outlets resource (below)</p> <p>LMPHU teams</p> <p>Newspaper publications Community Newsletters</p>
	<p>Identify any community events or popular foot traffic locations as an opportunity to share the message via a staff/info booth; provide factsheets, promotional gadgets (environmentally friendly)/ attractions/QR codes/ incentives/freebies to encourage people to engage with site</p>	<p>Bendigo Health resources DoH resources (ie: JEV, RRV, BFB, etc)</p>	<p>LMPHU Communicable disease team, Epidemiologist & PPH teams</p>
Health education and skills development	<p>Work with key/local organisations and communities to provide events, training and education sessions eg online or f2f to target groups that are priority at-risk groups Eg schools, farmers, outdoor workers; LGBTIQ+, people with disability</p> <ul style="list-style-type: none"> Work with local media and network groups to send invitations and inform people about the session/s Engage credible leaders to support education sessions Work with key sector groups so they have knowledge and capacity to provide ongoing community support and education 		<p>LMPHU Physician, Epidemiologist, PHOs & PPH teams</p>
Immunisation, screening and risk assessment	<p>Determine screening needs and capacity of sector to provide screening eg existing STI or cancer screening clinics</p> <p>Work with local services and assets to set-up screening clinics if relevant</p> <ul style="list-style-type: none"> refer to LMPHU Public Health Playbook resource and DH guidelines; consider equity of access for rural and priority at-risk population groups 	<p>LMPHU Public Health Playbook resource and DH guidelines</p>	<p>Health Services, Community Health Services, Murray PHN LMPHU</p>

	Determine if Vaccination clinics can be established – refer to PH Playbook for vaccination clinic requirements; pop-up vs longer term needs	LMPHU Public Health Playbook resource and DH guidelines	LMPHU
Settings & supportive environments	<p>Identify key at-risk settings that will/are most affected by the issue.</p> <ul style="list-style-type: none"> • Engage with the specific sectors either via local place-based connections/assets or LMPHU area ‘huddle’ groups • Engage with leaders to understand need and gain support for <ul style="list-style-type: none"> ○ Identify prevention, preparation and response strategies that are sector specific ○ health promotion and prevention initiatives and actions 		Local Government Emergency management Department of Education Department of Agriculture
Capacity building of the health & community service sector to be aware and informed to take action	<p>Provide briefings to health and community service sector network groups to support key messages and prevention strategies</p> <p>Work with health and community service sector so their policies and procedures enable a seamless approach when actions need to be put into practice for the safety and wellbeing of community</p>		LMPHU huddles Existing network groups; LMHN Regional strategic health and wellbeing partnerships

Community Outlets

Immediate information

Rapid/quick notifications

- Press release/social media post content (approved by comms teams)
- Values based messaging principles
- Methods - social media, radio
 - community FaceBook pages (including Neighbourhood Houses and libraries)
 - local Health Services social media
 - Local government social media
 - newspapers social media

Weekly or fortnightly notification

- Press release (approved by comms teams)
- Methods (in addition to above) - newspaper articles
 - Local newspapers with weekly (or more frequent) print runs
 - Community newsletters (majority are fortnightly - monthly publications)
 - School newsletters
 - Business networks
 - Health and community service provider network groups
 - Prevention & Population Health newsletters
 - Local Government newsletters

Able to plan ahead Monthly

- Health and community service provider network groups
- Prevention & Population Health newsletters
- Local Government newsletters