



**Wellbeing  
for All Ages  
Strategy  
2021-2025**





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# Executive Summary

The Moira Shire Wellbeing for All Ages Strategy 2021-2025 aims to provide Council and the community with a clear and strategic planning approach that integrates planning for health and wellbeing across all stages of life. The World Health Organisation's (WHO) definition of health suggests that health is a continuum, and extends the notion of health to include states of positive wellbeing. Health is "a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity".

The Victorian *Public Health and Wellbeing Act 2008* requires that all Councils develop a document that addresses health and wellbeing matters every four years. It is also a recommendation of the Act that the document be consistent with the Council Plan. This 'whole of council' approach reflects the importance the Municipal Wellbeing for All Ages Strategy will have in supporting the strategic directions of the municipality and makes health and wellbeing a central focus for local government.

Throughout 2021 community members and stakeholders have been consulted on a range of health and wellbeing issues to determine local priority areas. A thorough analysis of state and local data was conducted to gain an understanding of the health and wellbeing of our residents.

This information combined with local surveys told us the following:

- Our smoking rates have decreased but are still higher than the state average
- The majority of our community are not as physically active as they should be
- Our residents are concerned with the mental health of young people in our community
- Our residents are concerned by the lack of access to services locally particularly in regard to mental health
- Obesity is becoming a serious health issue in our community
- Our immunisation rates remain well above state averages
- Our community is ageing and the number of older people living in our community will increase rapidly in the next 15 years.

This information was used to develop the themes and goals of The Strategy, these are:

## THEME 1

### Healthy and Supported Communities

Moira Shire residents will have the resources, knowledge and support to live healthy, happy lives.

## THEME 2

### Safe, Inclusive and Prosperous Communities

Moira Shire is a place where people feel safe, included and thrive as valued members of the community.

## THEME 3

### Healthy Environments

All environments (natural and built) in Moira Shire encourage and support health and wellbeing.

Working with local partners is critical to the success of The Strategy, as well as the ongoing review and evaluation of actions. The successful implementation of actions within each of these themes will improve health and wellbeing across the Shire for residents of all ages.

# Mayors Message



I am very proud of our Public Health and Wellbeing Plan 2021-2025 which will be integral in defining the strategic direction for improving health outcomes for the Moira community.

Maintaining an active and healthy lifestyle is paramount to achieving and sustaining a good sense of overall health and wellbeing.

In addition, having strong social connections is essential for a productive life.

Working together across all sectors of our region in a collaborative effort will ensure we respond to local health issues and develop policies and initiatives that benefit the whole community.

Council works every day with a diverse range of partners and stakeholders to support, develop and implement a variety of health and wellbeing programs.

This Public Health and Wellbeing Plan 2021-2025 will guide and strengthen these existing programs as well as identifying new paths for improvement.

The Plan describes our unique municipality based on local demographics, Census data, our health status, and health and wellbeing indicators.

Together, with strong community partnerships, Council will champion positive public health and wellbeing policies to deliver optimum quality of life outcomes for all.

**Cr Libro Mustica**  
Mayor





## Population

**29,112**

Total population



**50.1%**  
Female



**49.9%**  
Male

**1.7%**

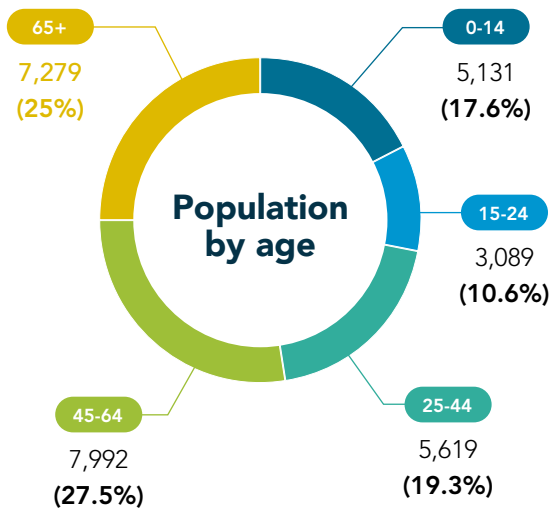
Identify as Aboriginal /  
Torres Strait Islander

**18.4%**

Born overseas

**12.2%**

Speak a language other  
than English at home



## Income (per week)



### Personal

Moira

**\$524**

Victoria

**\$644**



### Family

Moira

**\$1283**

Victoria

**\$1715**



### Household

Moira

**\$1014**

Victoria

**\$1419**

## Industry sector of employment

The top five sectors for employment across Moira Shire are:



### Agriculture, forestry and fishing

19.53%



### Manufacturing

13.92%



### Health care and social assistance

13.92%



### Retail trade

10.79%



### Construction

9.32%

# State-wide Strategic Context

The Victorian Public Health and Wellbeing Plan 2019-2023 sets out the Victorian Government's vision for the public health and wellbeing for Victorians. This plan describes the priority areas for improving public health and wellbeing for the term of the plan.

The 10 priority areas for the 2019-2023 plan are:

1. Tackling climate change and its impact on health
2. Reducing injury in the community
3. Preventing all forms of violence
4. Increasing healthy eating
5. Decreasing the risk of drug-resistant infections in the community
6. Increasing active living
7. Improving mental wellbeing
8. Improving sexual and reproductive health
9. Reducing tobacco-related harm
10. Reducing harmful alcohol and drug use

Under the Victorian *Public Health and Wellbeing Act 2008*, Victorian Councils are required to develop a plan that addresses the health and wellbeing needs and issues in their municipality.

It is expected that these plans will progress the priorities of the Victorian Public Health and Wellbeing Plan 2019-2023 in the municipal context, prioritising elements that are of relevance to that area.





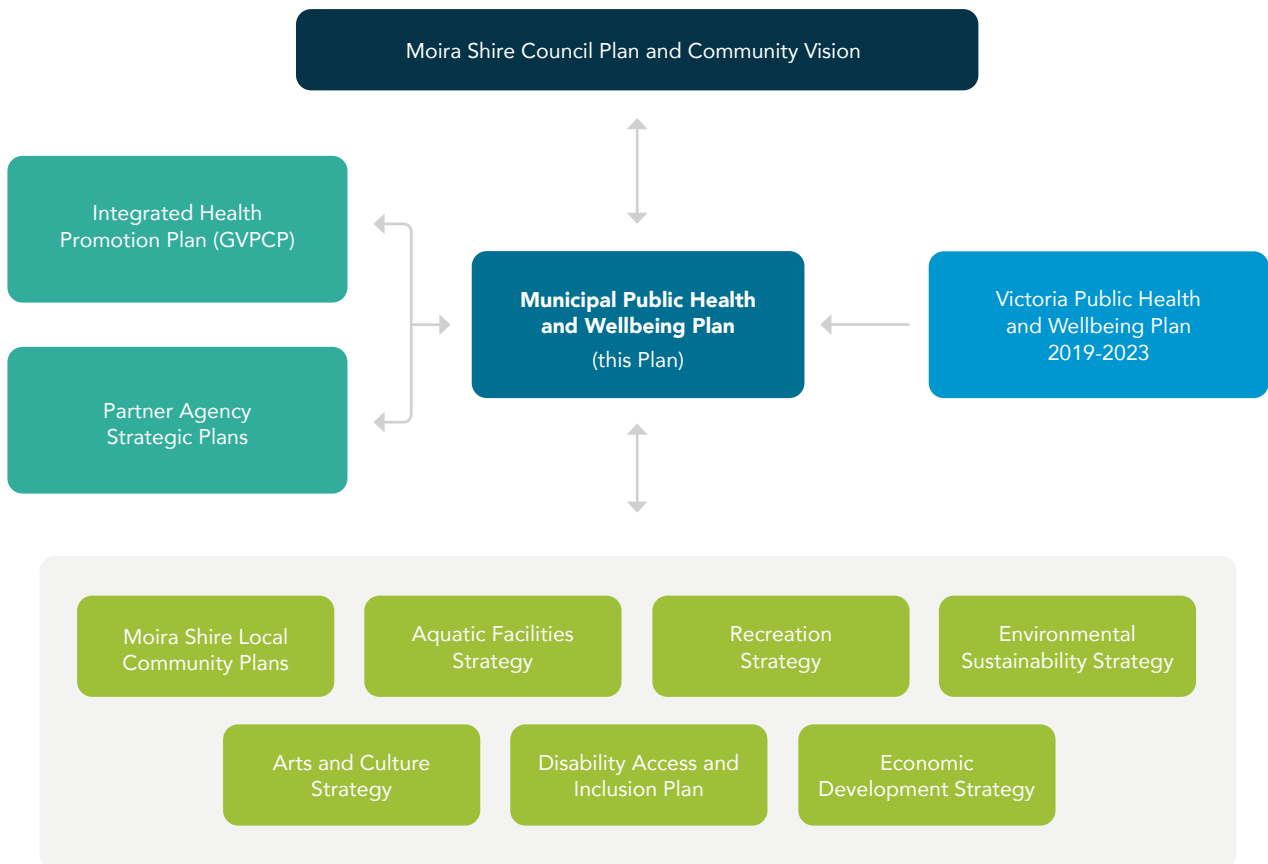
# Local Strategic Context

Moira Shire’s Wellbeing for All Ages Strategy 2021-2025 documents a whole of community strategic approach to improving public health and wellbeing. As such, both the setting and delivery of priorities articulated in the Strategy are the responsibility of a range of stakeholders to deliver on.

The Wellbeing for All Ages Strategy 2021-2025 therefore acknowledges the critical role of all stakeholders working together to:

- Understand local barriers and enablers in achieving optimal health and wellbeing;
- Identify what is working well for our communities and seek to build on these strengths and successes; and
- Collaborate to identify and capitalise on opportunities as they present, to achieve beneficial change.

This work is far reaching, the below provides a high-level oversight of key strategic and local community documents and legislation that drive focus on health and wellbeing in Moira Shire.



# Developing our Strategy

## Guiding Principles

The development of the Wellbeing for All Ages Strategy 2021-2025 has been guided by the following principles:

### EQUITY

Equity means fairness – concept of acknowledging differences and tailoring approaches to meet needs. Provide equal opportunities – level the playing field.

### ACCESS

Provide information, services and facilities that are inclusive and accessible to all.

### DIVERSITY

Ensure differences between people are respected, valued and incorporated into our work.

### COLLABORATION

Working with the community, organisations and community groups to achieve common goals.

### PLACE BASED

Working with local communities to respond to complex problems.

The development of the Wellbeing for All Ages Strategy 2021-2025 was informed by literature review and community and stakeholder consultation.

A review of the Victorian Public Health and Wellbeing Plan 2019-2023, local community plans, associated Council strategies (including the Environmental Sustainability Strategy) and key stakeholder strategies provided information on local directions, priority areas and work underway.

Council engaged Projectura to develop a Moira Shire Community Profile, this profile informed review of local health and wellbeing data to provide a statistical information regarding population trends. This information is discussed throughout The Strategy and the comprehensive community profile can be viewed on the Moira Shire Council Website.

Moira Shire Council officers engaged with a range of stakeholders in the development of the Wellbeing for All Ages Strategy 2021-2025 including partners in health, education and community services across the Shire.

The general Community were invited to participate through survey and pop up engagement sessions so that the wider view on the state of community wellbeing and opportunities for future focus was captured. A summary of feedback received is included on Page 11.

## Limitations

### Impact of the COVID-19 Pandemic

This work was conducted throughout periods of lockdown restrictions in place to manage the COVID-19 pandemic. This may have had an effect on the data collected however, this will be addressed through further consultations in the development of the Action plan were indicated.

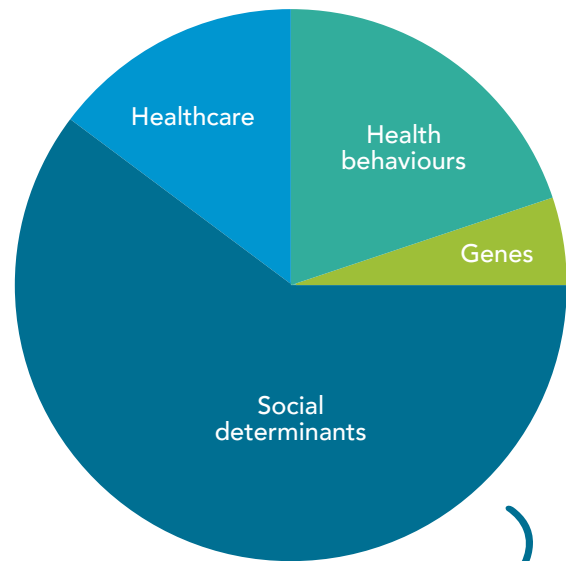
### Data limitations

Due to the planning cycles and longitudinal studies, some of the data used in the development of the last municipal public health and wellbeing strategy is still the most up to date data available. If relevant, on the release of new data, updates will be made to this Strategy.

## Determinants of Health

Considering the social determinants of health is a critical component of the development of the Wellbeing for All Ages Strategy 2021-2025.

Research indicates that much of an individual's health status is reliant on a number of factors; often described as the determinants of health. Health is determined by a complex interaction between genetic inheritance, health behaviours, access to quality health care, and the social determinants of health. The 2011 Australian Burden of Disease Study showed that 31% of the burden of disease is attributable to a range of lifestyle risk factors (health behaviours of individuals) such as smoking, overeating and physical inactivity (Australian Institute of Health and Welfare 2016). The following figure illustrates that it is the social determinants that have the greatest impact on our health.













### What are the social determinants of health?

The World Health Organisation defines the social determinants of health as 'the conditions, in which people are born, grow, work, live and age and the wider set of forces and systems shaping the conditions of daily life. These forces and systems include economic policies and systems, development agendas, social norms, social policies and political systems' (WHO 2012).

Social determinants such as socio-economic status are well understood to have significant impacts on an individual's health status; the lower the socio-economic status the worse the health status (Marmot 1999).

The Socio Economic Indexes for Areas (SEIFA) provides data on the level of socio-economic advantage or disadvantage within a community, the lower the index score the more disadvantaged a community is. Data from the 2016 Census indicates that Moira has a SEIFA score of 930, which places Moira as the 8th most disadvantaged local government area in Victoria and 145th in Australia. As previously outlined the more disadvantaged a community is the more significant and complex the issues surrounding achieving good health and wellbeing can be. Therefore it is important to have a thorough understanding of local health and wellbeing data for the Shire.

Social determinants include but are not limited to:

-  **Socio-economic status**
-  **Education**
-  **Housing**
-  **Transportation**
-  **Food security**
-  **Psychosocial environment**
-  **Social support networks**
-  **Community and civic engagement**
-  **Social and civic trust**
-  **Physical environment**

# Health and Wellbeing Profile Summary

The following information provides an overview of the health and wellbeing profile of the municipality.

A detailed examination of local and state data, combined with community consultation has told us the following:

- Generally we are satisfied with the lives we lead and are content with our achievements.
- We make some great choices for our children in their early years, with high immunisation rates and attendance at Maternal and Child Health Key Age and Stage visits.
- Leading an active and healthy lifestyle is a challenge across the municipality. This presents an opportunity for further community education and collaborative partnerships to implement new programs and ideas.
- Further work is required to bring our current smoking rate in line with or lower than the state average.
- Further support is needed to ensure our young people remain mentally healthy and have access to the support and services they need locally.
- Perception of safety has decreased and incidents of violence are increasing in our community. This provides an opportunity for increased partnerships to implement actions to address community safety issues in our community.
- Early intervention to support our children and youth remains important. Ongoing partnerships and programs will increase capacity to support children and young people.
- Our population is ageing and our municipality continues to be attractive as a great community to retire to. It is projected that by 2036 36% of Moira's population will be aged over 60.





# Community and Stakeholder Feedback

**110 submissions were received from individuals and organisations across the Shire**

## Positive influences on health included, but not limited to:

- The range and access to green spaces
- Living in a community with strong connections
- The location and services available through the local health services
- Access to and the offerings of community facilities
- A range of health and wellbeing programs (eg. Live4Life, Chill Skills, Smiles4Miles, Water Only services)

## Barriers to positive health and wellbeing included, but not limited to:

- Access to transport options within towns, connecting the towns within Moira Shire and regional cities
- Access to specialist services locally
- Access to affordable housing and the experiences of homelessness
- The misuse and abuse of drugs and alcohol, and the lack of support available locally for those with addiction

## Focus areas to improve health and wellbeing:


- Build on community connections/provide more opportunities for community connections
- Improved infrastructure for cycling and walking throughout the Shire that is accessible and safe
- Investigate/connect/provide transport options
- Build on successful programs/broader roll out of programs
- Connect people to information on health behaviours and available services/programs
- Invest in infrastructure to support community health and wellbeing

The feedback received considered against the Victoria Public Health and Wellbeing Plan 2019-2023 Priority Areas provides the following ranking of importance by category in Moira Shire:

1. Preventing all forms of violence
2. Improving mental wellbeing
3. Increasing active living
4. Reducing harmful alcohol and drug use
5. Increasing healthy eating
6. Improving sexual and reproductive health
7. Reducing injury
8. Reducing tobacco related harm
9. Tackling climate change and its impact on health
10. Decreasing the risk of drug-resistant infections in the community

# Themes

Throughout the consultation and development of the Wellbeing for All Ages Strategy 2021-2025, the following three themes were prominent:



**THEME 1**

**Healthy and Supported Communities**

**THEME 2**

**Safe, Inclusive and Prosperous Communities**

**THEME 3**

**Healthy Environments**

The following table depicts the connection of objectives for the Wellbeing for All Ages Plan themes with the Victorian Public Health and Wellbeing Plan 2019-2023.

<b>Priority areas from the Victorian Public Health and Wellbeing Plan 2019-2023</b>	<b>THEME 1</b>	<b>THEME 2</b>	<b>THEME 3</b>
Tackling climate change and its impact on health	✓		✓
Reducing injury in the community		✓	✓
Preventing all forms of violence	✓	✓	
Increasing healthy eating	✓		✓
Decreasing the risk of drug-resistant infections in the community		✓	✓
Increasing active living	✓	✓	✓
Improving mental wellbeing	✓		
Improving sexual and reproductive health	✓		
Reducing tobacco-related harm	✓	✓	✓
Reducing harmful alcohol and drug use	✓	✓	✓

## THEME 1

# Healthy and supported communities



### GOAL

Moira Shire residents will have the resources, knowledge and support to live healthy, happy lives.

### Objectives

- Deliver health education programs on a range of topics including (but not limited too) healthy eating, drug and alcohol misuse
- Promote local services
- Build community resilience to extreme events and a warmer climate at home and in our shared spaces
- Build community resilience through mental health promotion programs and campaigns
- Advocate for additional local services, specifically mental health, drug and alcohol services and specialist services
- Investigate transport options to connect community members to each other and services
- Promote safe driver behaviour, for both motorised and non-motorised vehicles

### Some existing strategies contributing to this goal

- Deliver Maternal and Child Health Services
- Implementation of Live4Life
- Promotion of RUOK Day
- Promotion of Odd Socks Day
- Implement drug and alcohol harm minimisation programs
- Sleep and settling program
- Active living campaigns (eg. Walk2School, Active April)
- L2P Program

### Ideas for the future

- Deliver community education sessions on drug and alcohol misuse
- Deliver programs on healthy behaviours (healthy eating, smoking)
- Support the implementation of the Mental Health Reform
- Media campaigns on local services available
- Strengthen service maps
- Strengthen food share programs
- Support for volunteer recruitment and training
- INFANT program

### What we heard in the consultations

*“Public need to be aware of what’s out there. Promote things better.”*

*“Any form of free education to the community on all areas of health and wellbeing.”*

*“A way to let the community know about the programs and services in the local area”*

*“Free group classes information on healthy diets (demonstrations)”*

*“Increase local health service providers who are available 5 days of the week and are affordable to all”*

## THEME 2

# Safe, Inclusive and Prosperous Communities



### GOAL

Moira Shire is a place where people feel safe, included and thrive as valued members of the community.

### Objectives

- Actively work on the prevention of family and gendered based violence
- Implement the *Gender Equality Act 2020*
- Work with relevant partners to improve the perceptions of safety in the Moira Shire
- Ensure new infrastructure and community assets are accessible
- Promote the use of natural resources for health benefits
- Continue to work with our partners through the Municipal Emergency Management Planning Committee to plan for and respond to emergencies across the municipality
- Meaningfully engage with minority population groups (including but not limited to Aboriginal and Torres Strait Islander, Refugee and Migrants, LGBTIQ community) to develop specific initiatives to improve health and wellbeing
- Increase inclusivity across Moira Shire
- Host and promote events and activities which promote gender equity and the prevention of violence
- Encourage the participation of women and girls in sport and recreation
- Promote safe swimming principles in all waterways

### Some existing strategies contributing to this goal

- Implement Access at a Glance
- Support Tri-State Games
- Implement annual 16 Days of Activism program

### Ideas for the future

- Healthy masculinity training
- Youth participation training
- Inclusive practice training
- Cultural awareness training
- This Girl Can campaign
- Girls/Women only sport come and try days

### What we heard in the consultations

*“Work to be done around alcohol and drug use and violence within the community/robberies – everybody should feel safe when leaving their homes”*

*“Work with law enforcement agencies to reduce antisocial activities”*

*“More transport option linking the smaller towns”*

*“The local towns have a serious lack of available transport to enable movement between towns to facilitate the sharing of resources. This means our local people move out of the area to do their shopping etc. People who are isolated, remain so. Transport within and linking the towns is key.”*

*“Lots more education for young people on alcohol/drug abuse and its effects”*



## THEME 3

# Healthy Environments



### GOAL

All environments (natural and built) in Moira Shire encourage and support health and wellbeing.

### Objectives

- Increase healthy eating across environments such as workplaces, schools, early childhood settings, sports clubs and hospitality venues
- Provide community health programs including mosquito monitoring and environmental health services
- Lead by example and support the community in transitioning to environmental sustainability
- Work with schools, businesses and community groups to implement environmental sustainability projects
- Enforce the Tobacco Act 1987 and the Tobacco Amendment Bill 2016.
- Enforce Food Act 1984
- Invest in active transport infrastructure
- Invest in resources to encourage outdoor activity

### Some existing strategies contributing to this goal

- Implement Smiles4Miles
- Install and maintain public hydration stations in towns across Moira
- Installation of public exercise equipment

### Ideas for the future

- Increase participation for water only venues
- Undertake urban green projects such as reducing sealed surfaces, planting of street trees, and creating more public green spaces
- Identify and minimise gaps in the walking and cycling network

### What we heard in the consultations

*"Better food in schools, sealed and safe footpaths for all mobility."*

*"Outdoor gym equipment next to parks. So parents can work out while kids on playgrounds."*

*"More footpaths in residential streets (at least one side) so we don't have to walk on roads. Would also encourage more people to exercise"*

*"Better infrastructure for active living – hiking and walking paths, bike paths"*

## APPENDIX 1

# Wellbeing for All Ages 2021-2025 and the Victorian Performance Indicators

Theme	Victorian Performance Indicators (by 2025)
<b>THEME 1</b> Healthy and Supported Communities	<ul style="list-style-type: none"><li>• Decrease in premature deaths due to chronic disease</li><li>• Halt the rise in diabetes prevalence</li><li>• Increase in sufficient physical activity prevalence in adults</li><li>• Increase in sufficient physical activity prevalence in adolescents</li><li>• Decrease in prevalence of overweight and obesity in adults</li><li>• Decrease in prevalence of overweight and obesity in children</li><li>• Decrease in smoking by adults</li><li>• Decrease in smoking by adolescents</li><li>• Decrease in excess alcohol consumption by adults</li><li>• Decrease in excess alcohol consumption by adolescents</li><li>• More Year 9 students will reach the highest levels of achievement in reading and maths</li></ul>
<b>THEME 2</b> Safe, inclusive and prosperous communities	<ul style="list-style-type: none"><li>• Decrease in deaths due to road traffic crashes</li><li>• Increase resilience of adolescents</li><li>• High level of coverage of school entry immunisation</li></ul>
<b>THEME 3</b> Healthy environments	<ul style="list-style-type: none"><li>• Increase the state's electricity from Victorian-built renewable generation</li></ul>





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