



Key dates

Monday 6 July	Nominations open
Friday 14 August	Nominations close at 5 pm
September and October	Nominations assessed
November	Finalists announced
Monday 1 December	VicHealth Awards ceremony

Enquiries

For further information about the 2015 VicHealth Awards visit www.vichealth.vic.gov.au/awards

Telephone (03) 9667 1315

Email awards@vichealth.vic.gov.au

How to enter

- Download the Awards Category booklet and determine the category you wish to nominate in.
 - Carefully read the awards criteria, eligibility and conditions of entry to ensure your nomination is eligible.
- Download the Awards Tip Sheet for ideas on shaping and refining your nomination.
- Complete the entry form below. **All fields must be completed for your nomination to be accepted.**
- Before uploading your nomination, you must name your files using the following convention:
 - Nomination form – **Category_Organisation_Nomination title**
 - Eg. Promoting health eating_VicHeath_Seed Challenge
 - Supporting documents – **Category_Organisation_Nomination title_supporting document number**
 - Eg. Promoting health eating_VicHeath_Seed Challenge_1
 - Eg. Promoting health eating_VicHeath_Seed Challenge_2
- **Submit your nomination online at www.vichealth.vic.gov.au/awards**
- You may include up to up to four separate electronic supporting files as an appendix to your nomination. This could include:
 - photographs/images
 - supporting graphs and data
 - promotional material
 - Please note - An appendix should only contain supporting information. All material that directly addresses the selection criteria should be included in the body of the submission. Please note submissions will be sent to the judges electronically, so where possible, please ensure all appendices are submitted online.
 - **All supporting files are to be uploaded using the separate upload fields at www.vichealth.vic.gov.au/awards. Please do not insert any attachments or images into this Word document.**

1. Organisation and contact details

a. Main organisation for all awards correspondence

(in the event this entry receives an award, these details will be used)

Organisation	Central Hume Primary Care Partnership
Address	56 Samaria Road. Postal c/o 45 Coster St
Town/Suburb	BENALLA
State	VICTORIA
Postcode	3672

b. Main contact for all awards correspondence

Name	Clare Schultz
Position	Integrated Health Promotion Coordinator
Phone	57614325
Email	clare.schultz@centralhume pcp.org.au

c. Head of organisation

Name	Melinda Lawley
Position	Executive Officer, Central Hume Primary Care Partnership
Email	melinda.lawley@centralhume pcp.org.au

d. Please complete the following table if this nomination is a joint submission between multiple partner organisations. Add as many rows as required

Entrant organisation 2	Gateway Health Wangaratta
Entrant organisation 3	Northeast Health Wangaratta
Entrant organisation 4	Benalla Health
Entrant organisation 5	Alpine Health
Entrant organisation 6	Women's Health Goulburn North-East

2. Nomination details

a. Entry title

Please write the entry title as you wish it to appear on all promotional materials associated with the award

COMMUNITIES LATCHING ONTO BREASTFEEDING

b. Nomination web address

Please enter a web address that relates specifically to the nominated project (if applicable)

<http://www.humehealth.com.au/having-a-baby/breastfeeding/>

c. Budget

Please select the budget range of your nominated project

\$0 - \$50,000 ☐ YES

\$50,001 – \$500,000 ☐

\$500,001+ ☐

d. Timeframe

Over what time period did this project take place?

NB: entries are assessed on their work between 1 July 2014 – 30 June 2015

This work commenced in 2013 and has been progressing since then and will continue until 2017.

e. Award category

Please select the appropriate category from the drop-down box

Healthy Eating

f. Population groups targeted

Eg. Koori/Aboriginal Victorians, CALD/new migrant groups, local communities, workforce, women, children etc	Mothers/parents with babies Women of child bearing age Broader community Workplaces Fathers
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g. Health promotion setting

In what setting did your project/initiative/campaign take place? Eg. Education, workplace, sporting club, arts, local government area etc	Community, local businesses and workplaces.
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3. Assessment criteria

Please note, the executive summary and all four criteria must be completed. Each carries equal weighting when being assessed. See the Awards Category booklet for specific points that should be addressed in your responses to criteria 1 to 4.

Executive summary

Outlining the project, aims and objectives, settings, timing, population groups, health promotion activities and outcomes achieved
Maximum 400 words

This work has been undertaken as one of the objectives of the Central Hume Healthy Eating Plan 2012-2017 that has an overall goal – All people in the Hume Region are able to have access to food that is safe, nutritious and culturally valued. The work has been undertaken over the period January 2013 to now and ongoing work will build on the achievements so far.

The CHPCP catchment area includes the local government areas of Alpine Shire, Benalla Rural City, Mansfield Shire and the Rural City of Wangaratta (total population approximately 60,000).

Objective three in the plan aims to: Increase the breastfeeding rates in CHPCP catchment area at the three month observations by 10% by June 2017. Strategies under objective three are:-

- Map and monitor breastfeeding support services, including hospitals, community health services and peer support groups.
- Implement and disseminate key messages via multiple methods to create supportive environments for mothers and families to provide the best start for children
- Research enablers and barriers to breastfeeding

Outcomes achieved so far include:-

- Increase in the number of local facilities that are breastfeeding/family friendly (as assessed by ABA standards) – two new purpose built parent rooms in Wangaratta and one in Benalla about to start.
- Increase in the number of Breastfeeding Welcome Here venues (as assessed by ABA standards) - there are now over 65 venues across the CHPCP catchment area.
- Increased number of positive breastfeeding messages in local newspapers – over 16 articles in local newspapers.
- Local resources that provide information on support for local breastfeeding women and their families –five key message support posters (Attachment 1), and a breastfeeding journey map (Attachment 2).
- Development of an example of a breastfeeding workplace policy– Gateway Health has implemented a workplace breastfeeding policy (Attachment 3).
- A literature review on the barriers and enablers for breastfeeding for Aboriginal and Torres Strait Islander women and families. –
- A literature review on the barriers and enablers of breastfeeding for young mothers.

	<ul style="list-style-type: none"> Communities latching on to Breastfeeding Resource Kit developed and available via the Hume Health website. Two new breastfeeding support groups established in Benalla and Wangaratta (in partnership with Australian Breastfeeding Association).
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Criteria 1

<p>Be a catalyst for change that brings potential to result in positive and sustainable improvement in the health of Victorians</p> <p>Maximum 800 words</p>	<p>Across the Central Hume Primary Care Partnership (CHPCP) catchment the breastfeeding strategy has brought together a range of sectors and the community to promote and support breastfeeding. The health promotion staff (from community health, local hospitals and a regional women's health service) have played key roles in being the 'catalyst for change' in bringing these sectors and the community together.</p> <p>Acting as the 'catalyst for change' and co-ordinating partnerships with the community and the different sectors has enabled a broad range of activities to be undertaken and will hopefully assist in sustainability of the activities already undertaken. Agencies will continue to build on this work as part of the CHPCP plan through until 2017.</p> <p>Some examples of how the community and sectors have been involved include:</p> <p><u>Community</u></p> <ul style="list-style-type: none"> Parents Needs Surveys were conducted across all four local government areas in CHPCP with 377 community members participating in the survey. The survey results provided information about local community perceptions of breastfeeding as well as local facilities that were available (breastfeeding friendly spaces). Some community members are also members of local breastfeeding working groups and others are registered volunteers that have supported local activities that promote and support breastfeeding. <p><u>Local Government</u></p> <ul style="list-style-type: none"> In several areas local Councils' have become involved through supporting changes to make new/updated local facilities more breastfeeding friendly. This has involved Council planning departments and Community Development teams. The results of the Parents Needs Surveys assisted in informing these actions. <p><u>Lactation Clinic Nurses and Maternal & Child Health Nurses</u></p> <ul style="list-style-type: none"> Have played a key role in identifying opportunities to improve access to local breastfeeding support services for women and assisted with local media messages. <p><u>Australian Breastfeeding Association</u></p> <ul style="list-style-type: none"> Have provided local use of the Breastfeeding Welcome Here stickers that identify local venues that are breastfeeding friendly In partnership with Gateway Health have started a Breastfeeding
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	<p>Support Group.</p> <p><u>Local Businesses/Venues</u></p> <ul style="list-style-type: none"> Many local businesses/venues have agreed to display the breastfeeding welcome here signs at their premises and also been involved in local media messages to promote and support breastfeeding. <p><u>Local Media</u></p> <ul style="list-style-type: none"> Agencies have developed good relationships with local media staff that has lead to great coverage of the Communities Latching onto Breastfeeding campaign and many articles written in the local papers. The Hume Health website has supported the Communities Latching onto Breastfeeding campaign and provides online access to local resources.
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Criteria 2

<p>Demonstrate a firm commitment to health promotion by using evidence-informed actions and initiatives</p> <p>Maximum 800 words</p>	<p>'Encourage, support and promote breastfeeding' is identified as one of the five principal recommendations in the Australian Dietary Guidelines developed by the National Health and Medical Research Council (www.eatforhealth.gov.au). Breastfeeding exclusively for up to 6 months has been shown to be protective against overweight and/or obesity into adulthood.¹ Local data in 2012 identified that in the Victorian Hume Region only 48% of infants were fully breastfed at three months of age (it does vary across local government areas) and that adults had higher than average rates of overweight and obesity.² Given these factors it was identified that an important component of the Central Hume Healthy Eating Plan 2012 – 2017 should focus on encouraging, supporting and promoting breastfeeding.</p> <p>The objective and strategies to promote and support breastfeeding in the CHPCP catchment were developed using the categories of health promotion interventions identified in the Integrated health promotion resource kit produced by the Victorian Department of Human Services. The resource kit identifies that <i>'a key requirement of quality integrated health promotion program delivery is the implementation of a mix of health promotion interventions (encompassing a balance of both individual and population-wide interventions) that contribute to achieving the goal and objectives sated for that integrated health promotion priority'</i>³</p> <p>The Victorian Department of Health Impact Indicators are identified as reporting measures within the Central Hume Healthy Eating Plan.</p>
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¹ Australian Institute of Health and Welfare 2008. *Indicators for chronic diseases and their determinants*. Canberra.

² Hume Region Population Health Profile, 2012. Developed by the Victorian Department of Health – Hume Region.

³ Victorian Department of Human Services, 2003. Integrated health promotion resource kit.

The following outlines the activities that have been undertaken under four of the five categories of health promotion interventions:-

Social Marketing and Health Information

- A Communities Latching onto Breastfeeding (CLBF) campaign was developed with the assistance of a social marketing expert who supported identification of the target audience, appropriate messages and marketing opportunities.
- Health information used in resources was of the highest standard including resources developed by the World Health Organisation and the Australian Breastfeeding Association.
- Local health information resources were developed with the input of local services and the community.
- Promoted and disseminated the Communities latching on to Breastfeeding Resource kit via the Hume Health Website.
- Local radio station Oak FM banners throughout Wangaratta have the CLBF logo printed on them.
- Strong relationships have been developed with local media enabling positive breastfeeding messages to be regularly promoted.

Health Education and Skill Development

- Local services identified opportunities to promote access to their breastfeeding support services (for example – presenting at pre-natal education sessions were possible)
- Local campaign messages provided information for the whole family about breastfeeding (not just the mother) and are displayed in a variety of community venues such as local libraries.
- Resources produced, such as the pregnancy and breastfeeding maps, are now in antenatal packs for expectant mothers and also in the home visiting pack for new mothers.

Community action (for social and environmental change)

- The Parents Needs Survey provided good baseline data on community perceptions around breastfeeding as well as local facilities that supported or didn't support breastfeeding.
- The survey results provided opportunities to create social change as well as environmental change. E.g. advocacy for more local breastfeeding friendly facilities and breastfeeding welcome here venues as well as opportunities to promote positive breastfeeding stories in the media.

Settings and supportive environments

- The breastfeeding friendly local facilities as well as the breastfeeding welcome here venues provide supportive environments for breastfeeding through welcoming physical environments but also through creation of a cultural environment that supports breastfeeding.
- Assisting local workplaces who identify wanting to create and/or improve a healthy workplace environment and culture by encouraging the adoption of family friendly workplaces e.g

	Achievement Program, Breastfeeding policy, Parental Leave policy, Equal employment policy.
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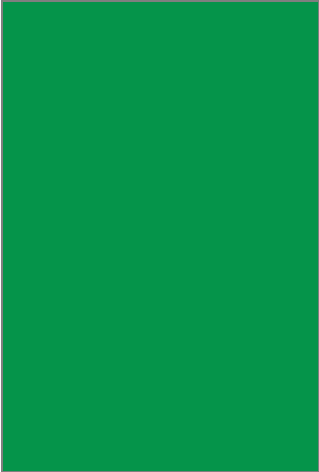
Criteria 3

Exemplify innovation and leadership in taking action to improve and promote health and reduce chronic disease and/or addressing emerging health issues Maximum 800 words	<p>It was decided in 2013 that agencies in the Rural City of Wangaratta area of the CHPCP catchment (Gateway Health, Northeast Health Wangaratta and Women's Health Goulburn North East) would lead the work to be taken under Objective three of the Central Hume Healthy Eating Plan. This would enable the strategies to be 'piloted' in that geographical area and then be utilised across the other three local government areas in the CHPCP catchment and potentially other areas in the Hume Region. This process allowed agencies in the Rural City of Wangaratta area to undertake a leadership role in this work.</p> <p>The process of 'piloting' the work in one geographical area enabled the opportunity to reflect and learn along the way. This created a space for innovation and experimentation – whilst still adhering to evidence based health promotion practice. The Parents' Needs Surveys were an innovative tool that provided the opportunity to collect great local data as well as the opportunity to develop relationships with community members that wanted to be active in this space. The results of the surveys were also used to provide information to the local media about what where some of the current barriers and enablers to breastfeeding and the opportunity to advocate for more breastfeeding friendly environments.</p> <p>Across all geographical areas agencies and staff have played a leadership role in establishing connections with other sectors and the community (as outlined in Criteria 1). Undertaking this leadership role and developing these relationships has been a key factor in being able to create and sustain the commitment and momentum to work together to encourage,</p>
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	<p>support and promote breastfeeding in our communities. It is important to recognise that this leadership has also meant supporting other sectors and the community to undertake leadership roles throughout the process. An important factor in creating social and cultural change has been the voices of the community in particular (through the results of the Parents Needs Surveys) in advocating for more breastfeeding friendly facilities and environments in our communities.</p> <p>The support of management of health promotion staff has been important in allowing agencies to take a leadership role in the coordination of such a broad range of activities and working with a broad range of sectors and the community.</p> <p>Another important aspect has been the collaboration between agencies to share their practices, resources and at times, staff, to support this work. This collaboration has often lead to staff working beyond their 'traditional territory' to support expansion of the work in other geographical areas.</p>
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Criteria 4

<p>Demonstrate value for money which encapsulates efficiency and effectiveness relative to the health outcomes achieved Maximum 800 words</p>	<p>The social and economic costs of poor health to individuals, the community and health services are well documented. The Central Hume Healthy Eating Plan 2012 – 2017 aims to support communities to have better healthy eating outcomes. The work to encourage, promote and support breastfeeding is about supporting healthy eating for the very youngest members of our community and their families.</p> <p>This work has been predominantly coordinated by health promotion staff from Gateway Health who are funded through the Integrated Health Promotion (IHP) program from the Victorian Department of Health and Human Services. This coordination role is supported by approximately 0.6 EFT. Other agencies in Central Hume Primary Care Partnership (CHPCP) have progressed work in their areas also through IHP funded staff and Alpine Health through use of multi-purpose funding (MPF).</p> <p>We believe that utilising a collaborative approach to this work, both within each local government area and across the CHPCP catchment has enabled a small budget to be used efficiently and effectively to encourage, promote and support breastfeeding in our communities.</p> <p>Due to the work having a strong focus on strengthening community action, many community members and other sectors have played key support roles in the work (as outlined in Criteria 2).</p> <p>Whilst breastfeeding rates at 3 months will not be used as a comparison measure until 2017 the following outcomes have been achieved to date:-</p> <ul style="list-style-type: none"> • An increase in the number of local facilities that are breastfeeding friendly • An increase in the number of Breastfeeding Welcome Here venues • An increased number of positive breastfeeding messages in local newspapers
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- Development of local resources that provide information on support for local breastfeeding women and their families.
 - Development and implementation of a breastfeeding workplace policy
 - A literature review on the barriers and enablers for breastfeeding for Aboriginal and Torres Strait Islander women and families
 - A literature review on the barriers and enablers of breastfeeding for young mothers.
 - Communities latching on to Breastfeeding Resource Kit developed and available via the Hume Health website.
 - New breastfeeding support groups established