**Start with** social marketing campaign kicks off

With the release of the **Start with** social marketing campaign this week, residents across the Healthy Together Communities are being encouraged to start taking small steps towards good health to end up feeling great.

The **Start with** campaign focuses on the small, achievable things people can do to get healthier, such as adding a few extra vegies to meals and snacks, or throwing a frisbee on the weekend. Every extra veggie and every additional bit of movement helps people to achieve the national guidelines of 5-6 serves of vegetables a day and 30 minutes of moderate physical activity most days of the week.

"It is time to make a change and start getting healthy together. And we can do it in a way that is fun and social. Make a meal with the kids or invite a friend over for lunch. Go for a walk or kick the footy with a friend. By making it fun, and doing it together, we can start to create healthy habits for the future," said Minister for Health David Davis.

"It is by placing good health at the centre of our everyday lives that we will create a healthier Victoria and reduce the rate of overweight and obesity," Mr Davis said.

The **Start with** campaign is based on extensive social marketing research that found that people want simple ideas of how they can live a healthier life everyday. The research also found that people thought it was best to get healthy together with their friends and families, and that advice should highlight the immediate benefits to getting active and eating healthier.

The campaign will run in Healthy Together Communities over the next three months and coincides with the launch of the new website: [www.healthytogether.vic.gov.au](http://www.healthytogether.vic.gov.au).

This is one part of the comprehensive effort underway to create opportunities for eating healthier and being more active where people live, learn, work and play.
World Diabetes Congress comes to Melbourne

One of the biggest health conferences that Australia has ever seen is coming to Melbourne in December. Supported by the Department of Health, through Healthy Together Victoria, the World Diabetes Congress will bring together approximately 12,000 health care professionals, researchers and policymakers to share the latest findings in diabetes research and best practice.

At this year’s Congress, there are a range of programme streams, including Public Health and Epidemiology, Global Challenges in Health, and Education and Integrated Care. There are also numerous events and satellite symposia, including a Healthy Together Victoria-led event, held as part of the Congress.

There is a reduced rate for registrations before 20 September, and discounts for students and participants under 35 years old. To register or find out more about the Congress, visit www.idf.org/worlddiabetescongress or email Laura Ward - laura.ward@health.vic.gov.au.

Wayfinding in Craigieburn

Healthy Together Hume is working with Stockland, local schools and Hume City Council’s Leisure Department to make it easier for residents to walk, ride and cycle their way around the Highlands Estate in Craigieburn.

Building Healthier Victorian Workplaces

The statewide Workplace Health Promotion Forum in June brought together over 200 academics, industry representatives, health promotion practitioners, local government representatives, employers and organisations to share knowledge and strategies for improving workplace health promotion.

Throughout the day, keynote speakers and workshops covered issues such as experiences of implementing health and wellbeing in the workplace, opportunities such as the Achievement Program, approaches to mental health promotion and job stress, and navigating the space between health and safety and health promotion.

The Highlands Estate is one of Hume’s growth areas, and through the installation of new wayfinding signs, the initiative aims to give residents and visitors the confidence to actively explore their local area. Jointly funded by Stockland and Council’s Leisure Department, the initiative will see approximately 20 signs erected throughout the Estate. Each sign provides a map of the local area and pointers to nearby parks, facilities and places of interest. The community has also supported this initiative, providing the Healthy Together Hume team with ideas on where the signs should go and what they should point to.

The team is currently mapping locations based on community input, and investigating footpath markers to guide active travel routes to local schools. They are looking forward to continuing to work closely with partners on future initiatives to support healthier lifestyles in Hume.
CEOs leading the way

Chief Executive Officers from local government and community health organisations participating in Healthy Together Communities joined the Secretary of the Department of Health Dr Pradeep Philip for the first meeting of the CEO Leadership Network in June.

The Healthy Together Communities CEO Leadership Network provides a platform to recognise, challenge and inspire leadership for preventive health within members’ organisations and across their communities. It brings together over thirty CEOs to share their successes, ‘iron out’ challenges and support each other as they lead the delivery of preventive health in Victoria.

At this first network meeting, the CEOs were joined by Michael Cheveldave from Cognitive Edge, for a unique exploration of leadership in uncertain and complex environments. Cognitive Edge is a world leader in developing approaches that allow organisations to absorb uncertainty, navigate complexity and create resilience.

The CEO Leadership Network will operate for the life of Healthy Together Victoria, with members involved via regular face-to-face forums, online linkages, and through participation at workshops and conferences.

Water on tap in Sunbury

Limited access to drinking water in public places led the Healthy Together Hume team to a new partnership with Western Water, local Heart Foundation walking groups, Sunbury Community Health Centre and Hume City Council. Together, these groups are establishing a pilot to provide water bubblers in high traffic areas around Sunbury.

With funding from Western Water and Hume City Council, the Healthy Together Hume team are overseeing the purchase and installation of the bubblers, and setting up an evaluation of the pilot. Heart Foundation walking groups have helped to identify potential locations for the bubblers, and have also committed to monitoring the bubblers on their regular walks. While still in development, the new bubblers may be used to promote healthy living, highlight local attractions and include a water supply for four-legged friends.

Healthy Together Hume and Sunbury Community Health Centre will evaluate the pilot later this year, and are also working with Western Water and other water authorities to increase availability of water bubblers in other parts of Hume.

Healthy workplace conference in Wodonga

Healthy Together Wodonga and the Wodonga Chamber of Commerce are working together to address sedentary behaviour in the workplace.

A half day conference is being held on 15 July with world renown speaker, Professor David Dunstan. Professor Dunstan is head of the Physical Activity Laboratory at the Baker IDI Heart and Diabetes Institute in Melbourne, and is an Australian Research Council Future Fellow. His research focuses on the role of physical activity and sedentary behaviour in the prevention and management of chronic diseases.

The conference is responding to new evidence linking long periods of sedentary behaviour, primarily sitting, to increased risk of obesity, diabetes, cardiovascular disease, some cancers and premature death.

Several recent population studies have estimated that adults spend fifty to seventy percent of their time sitting, while sitting six or more hours per day makes employees up to 40 per cent more likely to die within 15 years than someone who sits fewer than three hours. This is the case even if people are meeting the recommended guidelines for physical activity. People with sitting jobs also have twice the rate of cardiovascular disease as people with standing jobs.

The conference also includes David Perry from Peacock Brothers who will be providing advice and case studies of
local workplaces that have implemented cost effective and replicable strategies to decrease sitting time, and demonstrating the use standing desks.

The conference will be followed by a workshop with Professor Dunstan and Mr Perry on workplace strategies to break sedentary behaviours, including desk options, stretches and workplace activities. This is just one of the ways that the Healthy Together Wodonga team are working to create a healthier Wodonga.

Healthy smiles action plan

Health Minister David Davis has launched a new $14.9 million plan to prevent dental problems such as decay and gum disease as part of Healthy Together Victoria.

Mr Davis said Healthy Together Victoria – Action plan for oral health promotion 2013 – 2017 is a comprehensive plan to improve the oral health of all Victorians, including those at higher risk.

“We know having healthy teeth, gums and good oral health helps people stay healthy overall. While there has been a reduction in the extent of tooth decay amongst children over the last 30 years, tooth decay is still five times more prevalent than asthma and, among under-fives, dental issues are the third most common preventable reason children are admitted to hospital,” Mr Davis said.

“Our focus is on five main action areas with emphasis on partnerships and strengthening prevention and early intervention. It will help us broaden the scope of existing prevention work, and will include programs in early childhood centres and schools; residential aged care and disability settings; as well as in a wide range of health services,” said Mr Davis.

“This plan will build on the Coalition Government’s election commitment, the Healthy Families Healthy Smiles program, launched earlier this year. It will also complement the award-winning Smiles 4 Miles program that is integrating with the Achievement Program – another Healthy Together Victoria initiative,” Mr Davis said.

“Under the plan we will work with dental practices in the private and public sector through key organisations, such as the Australian Dental Association Victorian Branch and Dental Health Services Victoria to support all oral health professionals to implement oral health promotion activities in our communities.”

Achievement Program taking off in Whittlesea

Twenty-six schools and early childhood services in the City of Whittlesea have signed up to the Achievement Program, demonstrating their commitment to promoting the health and wellbeing of local children and families. Amongst those services leading the way is Wallaby Childcare.

Wallaby Childcare has signed up their entire chain to participate in the Achievement Program, with centres in Doreen, Bundoora, Caroline Springs, Greensborough and Epping now all committed to promoting health.

“We believe it’s a great resource to help us promote healthy lifestyles for our kids and staff,” says the Director of Wallaby Childcare, Brian Stynes.

Wallaby Childcare is passionate about supporting child nutrition and healthy eating. Qualified chefs prepare fresh, nutritionally balanced meals daily and staff are trained to teach children healthy attitudes towards eating. The Achievement Program will recognise the excellent work that is underway at Wallaby Childcare, and support them to extend their strong commitment to healthy eating to a range of other health and wellbeing issues that can impact on children and families.

The Achievement Program is available to all Victorian schools and early childhood services. See www.health.vic.gov.au/prevention/achievementprogram.htm for more information.
Grow share cook source – Bendigo gets connected

Just some of the ideas the Bendigo community has to support healthy eating

Close to 100 community members attended Healthy Together Bendigo’s Grow Share Cook Source - Let’s Connect! forum on 3 June. The day was a great success with passionate people from across the community getting together to discuss food.

The forum grew out of community response to the 10 week visit by Jamie’s Ministry of Food Mobile Kitchen, and followed an informal Connect with Cooking session in February. Overwhelming feedback from these events indicated that people wanted a chance to connect with others about food in Bendigo.

Participants on the day included school canteen managers, farmers, retailers, community service organisations, parents and local food fossickers with discussions ranging from food for young people and primary production, through to food for fun.

The Healthy Communities Team now have a big job ahead of them collating ideas and thinking about how best to support the local food system moving forward.

Health Champions

The Health Champions team from Western Region Health Centre are working closely with Healthy Together Communities to develop the Healthy Together Health Champions initiative.

Kicking off with a workshop with staff from across Healthy Together Communities and community consultations in Dandenong, Bendigo and Hume, the Health Champions team are well on the way to providing Healthy Together Communities with the resources they need to support everyday people to influence the health of their families, friends and communities.

Along the way, the team are learning from the innovations of their Healthy Together Community partners. In Greater Dandenong, the Healthy Together team are working with the council’s Arts and Culture Unit to design a piece of art that will encourage people to get involved. In Whittlesea, the team learned from the City of Whittlesea’s proactive approach to community complaints and advocacy. While in Bendigo, Bendigo’s Healthy Champs are discussing ways to make health fun.

The Health Champions initiative is generating a lot of excitement within the Healthy Together Communities and the Western Region Health Centre team are keen to start building the confidence, knowledge and skills of local people to lead change for better health.

Cook’s Network established in Greater Dandenong

An Early Years Cook’s Network is underway in Greater Dandenong. The network, which commenced on June 4, brought together a room full of early childhood cooks and directors eager to improve the health of food on offer in early childhood settings.

The launch of the network included training by Nutrition Australia. The training covered a broad range of issues, including:

- Creating a supportive eating environment
- Dealing with fussy eaters
- The National Quality Standards and new Australian Dietary Guidelines
- Food requirements of children in long day care
- Menu planning guidelines.

The network launch was a great success and will continue to meet regularly.

The Healthy Eating Advisory Service is providing free healthy eating support to all early childhood services and schools across Victoria. For more information see http://www.health.vic.gov.au/prevention/initiatives/eating.htm

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Knox’s Annual Economic Development Conference

Healthy Together Knox have built a strong relationship with Knox City Council’s Economic Development team and recently joined 240 local businesses at Knox’s Annual Economic Development Conference.

The conference featured Mark Bouris, Yellow Brick Road Executive Chairman and host of The Apprentice Australia, and Dr Swee Mak from the CSIRO. The Healthy Together team used this opportunity to engage with local business leaders around workplace health.

Through a successful workshop, the Healthy Together Knox team encouraged business leaders to consider their role in creating healthy workplaces. Participants were encouraged to identify the negative practices, behaviours and attitudes that impact on the health of their workplace culture, and consider how they as leaders need to model, reward and challenge behaviours to create a healthier and more productive workforce. The workshop was delivered in partnership with facilitators from Leading Teams.

In brief…

• Healthy Together Greater Dandenong has established a School Garden Network to support almost 20 local primary schools to make the most out of new or existing school gardens. They are looking forward to seeing the whole school community getting involved in school fruit and vegetable gardens.

• Victoria Walks have hired a new Healthy Together Coordinator - Theresa Whalen - to work with Healthy Together Communities to create walkable communities. Executive Officer of Victoria Walks, Ben Rossiter, says “We are thrilled to have someone with Theresa’s skills, passion and extensive experience joining Victoria Walks to support Healthy Together Communities.”

• Jamie’s Ministry of Food Mobile Kitchen is setting up in Cardinia Shire for July. Healthy Together Cardinia Shire is the third Healthy Together Community to host the Mobile Kitchen.

• Healthy Together Bendigo hosted a breakfast for their community-nominated Healthy Champs in May. The breakfast was a chance to gain insights into how the Healthy Champs could engage with their communities.

• For the first time in Victoria, hospital admissions for heart attack have been mapped by local government area. The Heart Foundation’s Victorian Heart Maps draw on census data, the Victorian Population Health Survey and hospital admissions data and can be viewed at www.heartfoundation.org.au/heartmapvic.

• Healthy Together Hume recently sponsored and attended the Sunbury Business Association Dinner. 190 local business representatives heard how the Healthy Together team could help them to become a healthier workplace, with one lucky business walking away with the prize of a ‘workplace health check’.

• Finally, Healthy Together Wyndham are pleased to share the news that their Co-ordinator, Georgie Hill, has given birth to a baby boy. Baby Lachlan arrived in a bit of a hurry - in the family car outside Footscray Police Station! - but all are now doing well.

Victoria’s prevention effort aims to improve people’s health where they live, learn, work and play.

It incorporates policies and strategies to support good health across Victoria, as well as locally-led Healthy Together Communities in Hume, Wyndham, Knox, Whittlesea, Greater Dandenong, Cardinia Shire, Mildura, Bendigo, Wodonga, Latrobe, Geelong and Grampians Goldfields.

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