

# a Healthy Tasmania

Setting new  
directions for  
health and wellbeing

The background features abstract, organic shapes in shades of purple and blue. A large, light purple shape is at the top, and a darker blue shape is below it, both with irregular, wavy edges. The bottom of the page is a solid, bright blue.

Being healthy matters.

Each of us deserves to have good health and the benefits it brings.

Right now, we have a remarkable opportunity to transform the wellbeing of all Tasmanians.

It is time to make sure that health and wellbeing is at the forefront of our thinking.

It's about all of us being healthy and living well.

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# Introduction



Every one of us wants to have good health. Being healthy contributes to our overall wellbeing, and it has a dramatic impact on the social and economic outcomes that each of us might experience. When we take action to be healthy, we improve our life choices and our life chances.

That is why the Tasmanian Government is taking this significant step toward a healthier and stronger Tasmania. *A Healthy Tasmania* is a vital strategic policy statement for the Tasmanian Government. It will guide our planning and decision-making now and into the future.

When I became Minister for Health in 2010, I initiated the *Fair and Healthy Tasmania Strategic Review* to determine the most appropriate approach to drive action on health and health inequity in Tasmania over the next 10 years.

*A Healthy Tasmania* is the government's strategy in response to that Review. It sets out a plan to better coordinate and integrate the work of organisations and government agencies that assist Tasmanians. It is about putting health and wellbeing at the forefront of our minds and making decisions that foster health and wellbeing so that we can support Tasmanians to live longer, healthier, more fulfilling lives.

*A Healthy Tasmania* has a clear ambition for us to aspire to – to dramatically raise the health and wellbeing of Tasmanians and give it the importance that it deserves.

It builds on what's already been done and gives a snapshot of where we are at now, as well as proposing directions we might take in the future. Right now, we are already well on the way.

As we develop this strategy, we are privileged to have great partnerships with a range of stakeholders – at community level, with not-for-profit organisations, across state and local government and with the Australian Government. Many of our partners have provided us with important feedback about what we need to do.

The *Fair and Healthy Tasmania Strategic Review* looked at the best available evidence for ideas, approaches and possible solutions. We can benefit from combining expertise with commitment and leadership so that we can make significant progress in health and wellbeing, and addressing the inequities that impact on them.

Our State is a great community that gets things done in ways which other places are unable. Working together, we've promoted physical activity, principles of healthy design for active living and tobacco reform. I know we can take up this challenge and build a stronger, more socially-connected community where people of all ages are able to make the most of health and wellbeing opportunities.

The next steps we take are vital, as these steps will put in place our directions for the future. I invite all Tasmanians to work with us so that we can help everyone to be healthy and live well.

Hon Michelle O'Byrne MP

**Minister for Health**  
**Minister for Children**  
**Minister for Sport and Recreation**

# Tasmania – the State of our Health and Wellbeing

While Tasmanians enjoy an enviable quality of life, our health and wellbeing is unfortunately of particular concern. Many aspects of the health of Tasmanians do not equate favourably with the whole of Australia. The overall health of the population falls below the national average in a number of important health and lifestyle measures.

When compared with the national average, Tasmanians are more likely to be overweight or smoke. Physical inactivity, while at a similar level to the rest of Australia, is still unacceptably high. For example, age standardised rates show Tasmania has the highest burden of disease and injury in Australia outside of the Northern Territory<sup>1</sup>. For some Tasmanians, physical disability can limit their everyday activity – a figure of 46 per cent compared with the national average of 36 per cent.

Although our health and wellbeing indicators might be similar to those in other rural and regional communities around Australia, we can do better and we need to aim high.

No matter how effective hospitals and healthcare providers are, differences in health outcomes still exist. Some of these differences are caused by natural, unavoidable factors that cannot be changed, such as our age, genetics or disability – but others are avoidable. Some factors can combine, such as poor social and economic circumstances, particularly in those communities that experience multiple disadvantages. These can create extra barriers for people and communities to realise their potential and live healthy and fulfilling lives.

Chronic conditions are often developed over lifetimes and are not simple problems to solve. We know there is no quick fix or easy answer, so we need to understand more about the barriers to achieving good health, and to build on the resilience and strengths we know exist in many communities.

Not everyone is able to reach out and take hold of opportunities to improve their social and economic circumstances. Some crucial shifts will need to occur in the future if we are willing to make a difference.

We treat people when they are sick, or at risk of illness, but we do not give the same attention to preventing ill health before it happens.

Our biggest challenge is to alter a 'taken for granted' view in our community that health and wellbeing is just an issue for the health sector to fix – because it is so much more than just that.

## Daily conditions of living that influence health

Stress  
Early childhood  
Social exclusion  
Work  
Social support  
Addiction  
Food  
Transport  
Poor social and economic circumstances  
Level of education

At a time of significant reform in our acute and primary health services, it is vitally important that preventive health is given the same level of attention. That means having a strong focus on disease prevention and early intervention, to support people across our State – wherever they are and no matter who they are – to better understand and manage their own health, and to reduce the barriers to good health and wellbeing.

<sup>1</sup>As measured by Disability Adjusted Life Years or DALYs (Source: AIHW, *Burden of Disease and Injury in Australia 2003*)

# What the *Fair and Healthy Tasmania Strategic Review* Told Us

Every effort we can make to promote health and wellbeing and prevent chronic disease will not only help reduce the need for hospital care in the first place, but also costly care in all parts of the health system itself. The same efforts will also reduce costs to government services as we build the health, wealth, safety and vitality of families and communities.

The *Fair and Healthy Tasmania Strategic Review* told us that health inequity is arguably one of Tasmania's greatest social and economic problems. There are documented differences in health outcomes between different groups within the Tasmanian community. Of most concern is the number of disadvantaged people in Tasmania who are at increased risk of poor health outcomes, because they have fewer resources to cope when illness strikes.

Conditions where you live can really influence your health outcomes. While limited data is available on differences in health outcomes between Tasmanian communities, place-based disadvantage is a known determinant of poor health. This is also known as 'locational disadvantage', and some local government areas experience much higher levels of disadvantage than others.

The *Fair and Healthy Tasmania Strategic Review* told us that if we want to make a real difference to health and wellbeing, we need to work across, and beyond, the health sector. That means addressing many social, environmental and economic issues by developing multiple and interconnected responses to health and wellbeing from all sectors.

We call this 'intersectoral action'.

These sectors and the issues that relate to them include:

- Economy and employment;
- Security and justice;
- Education and early childhood;
- Agriculture and food;
- Infrastructure, planning and transport;
- Environment and sustainability; and
- Housing and community services.

**In the Alma Ata declaration of 1978, the World Health Organization observed that a comprehensive health strategy should not only provide health services, but also address the underlying social, economic and political causes of poor health.**

The values and beliefs that led to the *Fair and Healthy Tasmania Strategic Review* will also drive the crucial changes that need to happen as a result of the report. The Review provided us with a vision and clear recommendations that have helped us to plan a way forward.

To enable individuals to live healthier lives, we also need to bring together people and communities everywhere on our island to get things done. That's why we'll use 'place-based approaches' that can harness collective action and achieve outcomes that matter.

A *Healthy Tasmania* will be collaborative, based on sound evidence, and will build on our strengths so that we can make good decisions that are authentic to our communities. It's about making the right decisions and taking actions to greatly improve our health outcomes and transform our lives.

## Being healthy matters

Each of us deserves to have good health and the benefits it brings.

Right now, we have a remarkable opportunity to transform the wellbeing of all Tasmanians.

It is time to make sure that health and wellbeing is at the forefront of our thinking.

It's about all of us being healthy and living well.

To realise our vision for a fair and healthy Tasmania, we will:

- **Establish a coordinated and comprehensive approach** to health and wellbeing across government and community, by building collaborative partnerships with communities, and the government, non-government and private sectors;
- **Address health inequity** by targeting our efforts to support the most vulnerable Tasmanians and addressing the social factors that determine health and wellbeing outcomes; and
- **Empower people and communities** to improve their wellbeing, by bringing together all that we know and assessing the impact of the activities of all sectors on health and social outcomes.

# Directions for *A Healthy Tasmania*

In just a decade, Tasmania's reputation as a place to live, work, visit and play has improved dramatically. We now need to do the same with our health and wellbeing outcomes. We want a healthier and stronger Tasmania. We want to see all Tasmanians live well. That means taking action.

To make the most impact on our health and wellbeing, we'll make the best decisions by consulting with communities and stakeholders and we need to act together on those things that will make the most difference.

There are some clear strategic directions that we will pursue through *A Healthy Tasmania*.

We will:

## **Bring together and strengthen our health intelligence by...**

*Fostering Social Action Research* – by developing partnerships between citizens, researchers and health practitioners to find out what keeps Tasmanians healthy and well.

*Establishing Health and Wellbeing Indicators* – to improve the data and analysis needed to profile the health of our communities and meet national reporting requirements.

*Investigating Health Outcomes Commissioning* – with the aim of funding services more effectively to meet the health and wellbeing needs of local populations.

## **Support the health and wellbeing of Tasmanians who are vulnerable by...**

*Adopting a Life-Course Approach* – to coordinate programs across key life-transitions, from pregnancy and the early years, to young adulthood, ageing and dying well.

*Targeting Social Determinants of Health* – acting across sectors to influence the underlying causes of health and health inequity.

## **Build supportive environments and policies that will...**

*Promote and Protect* – to make healthy lives and healthier choices easier through legislation, regulation and settings-based strategies (eg food labelling, school canteens).

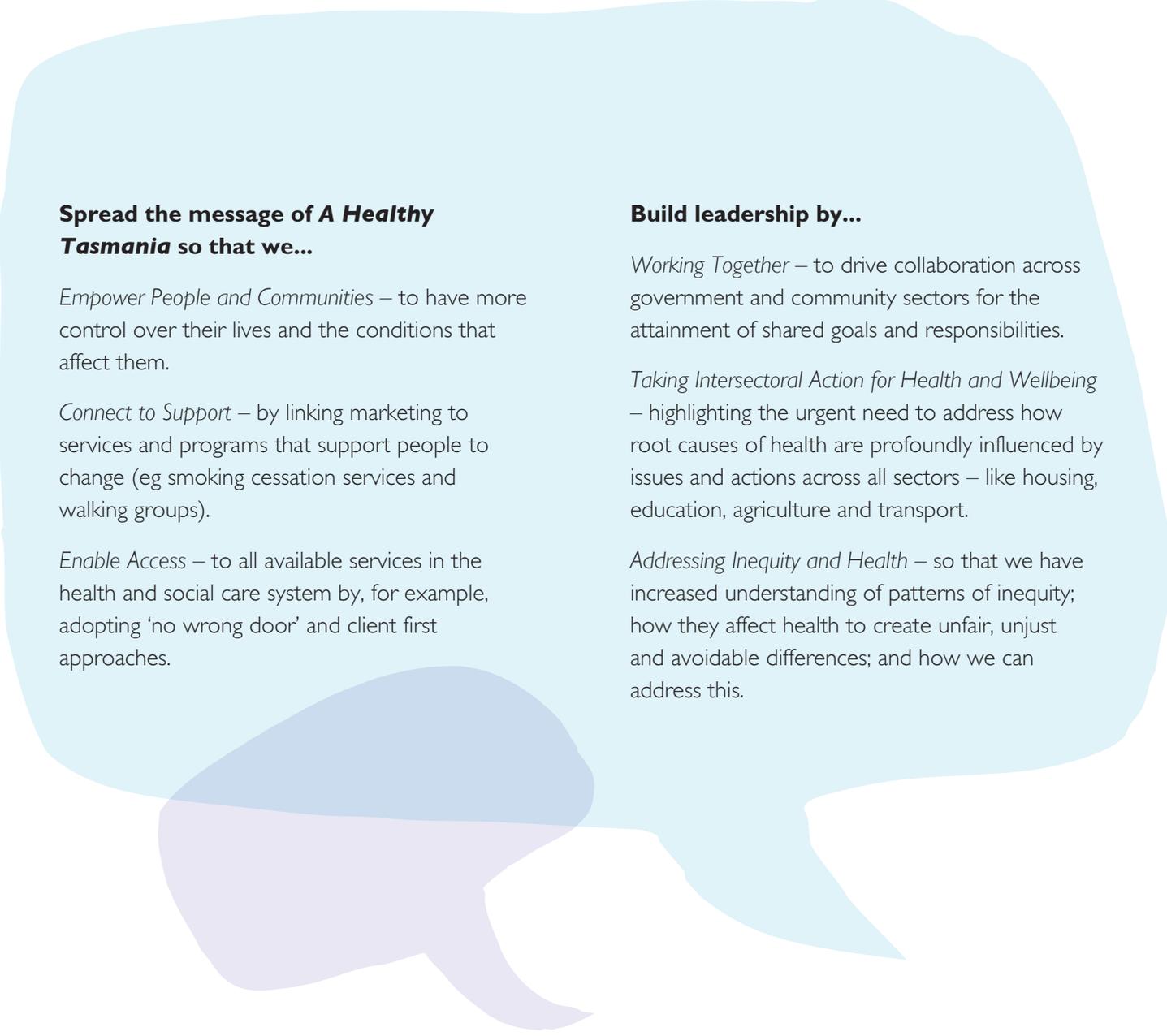
*Build Healthy People and Places* – by promoting facilities and spaces that are healthy by design, providing more access to alternative transport options and more opportunities for physical activity.

*Explore Health Equity Impact Assessment* – that will deliver evidence of the impact of all sectors on wellbeing.

## **Address locational disadvantage by...**

*Encouraging Place-Based Approaches* – so that we can mobilise the strengths of communities to help them overcome the barriers Tasmanians face to living well.

*Using People-Centred Planning* – to develop health and wellbeing programs with consumers and communities, in accordance with their needs.



**Spread the message of A Healthy Tasmania so that we...**

*Empower People and Communities* – to have more control over their lives and the conditions that affect them.

*Connect to Support* – by linking marketing to services and programs that support people to change (eg smoking cessation services and walking groups).

*Enable Access* – to all available services in the health and social care system by, for example, adopting ‘no wrong door’ and client first approaches.

**Build leadership by...**

*Working Together* – to drive collaboration across government and community sectors for the attainment of shared goals and responsibilities.

*Taking Intersectoral Action for Health and Wellbeing* – highlighting the urgent need to address how root causes of health are profoundly influenced by issues and actions across all sectors – like housing, education, agriculture and transport.

*Addressing Inequity and Health* – so that we have increased understanding of patterns of inequity; how they affect health to create unfair, unjust and avoidable differences; and how we can address this.

# We are Bringing Together Information that Will Make a Difference

Tasmania's health outcomes are something that we can address, both as individuals and as a community. We are already making long-term improvements to the health of the Tasmanian population through a range of policy initiatives and programs.

## Building our Health Intelligence

There is a great deal of information already available that can help us plan for the best investment of efforts and resources. This information is available through a range of sources, such as the *Kids Come First 2009: Outcomes for Children and Young People in Tasmania Report*, the Tasmanian Web-Based Epidemiology System, Australian Bureau of Statistics data, the work of the Social Inclusion Unit, child and family centres and local government profiles.

We will be bringing these sources of information together, extending our knowledge of adults across sectors as well as updating and further developing our understanding of data about children. We are asking new questions of the data and information that we have so that we can better understand the factors that influence poor health, and work with communities, health service and other professionals to make changes in how we both prevent and manage chronic conditions over time.

## Web-Based Epidemiology System

The Tasmanian Web-Based Epidemiology System (EPI Web) is an online epidemiological reporting system that has been developed by the Epidemiology Unit of the Department of Health and Human Services.

The system gives health professionals reliable information about the latest available hospitalisations, cancer incidence, notifiable infectious diseases and mortality data in Tasmania. EPI Web can identify changes in population health status using continuous data analysis, automated reporting and expert interpretation. It helps support evidence-based policy and service planning at a statewide, regional and local government level.

To develop our health intelligence further, we will work with health and social service professionals and academics, general practice, other sectors and local government to improve surveillance and monitor outcomes of health and wellbeing interventions. By working together, we will better inform our decision-making and establish better health and wellbeing from the actions we take over time.

Data linkage is the process of connecting pieces of information that are thought to relate to the same person, family, place or event. Data can be linked across whole populations in a way that does not breach individual privacy, and produces highly valuable information for research and planning. The Western Australian Data Linkage Project has been analysing linked data since 1995 to produce an accurate picture of health in the community. An innovative collaboration between the Department of Health and Human Services and the Menzies Research Institute Tasmania is bringing this valuable technology to Tasmania.



Right now in Tasmania we have a unique opportunity to build our health intelligence, starting with the already strong working relationships between health, housing, mental health and community care services, as well as with general practice.

We are in a strong position to make the most of the National Health Reform agenda and build improvement in our health and wellbeing together in Tasmania. GPs are the first port of call when Tasmanians want advice and support for their health, and they are key leaders for our preventive health agenda.

We will work with Tasmania Medicare Local and the Australian Government to complete *The Healthy Communities Report* which will help us to better understand the health outcomes and healthcare needs of local communities. *The Healthy Communities Report* will be provided to the Australian Government's National Performance Authority and we will support, as appropriate, action to ensure that Tasmanians are better able to find their way through Australia's complex health system.

We will work with communities and healthcare providers to develop the principles that will inform and target better health outcomes through our service provision. This is referred to as 'commissioning' and includes planning for population health outcome measurement, as well as monitoring performance.

Over the longer term, we will develop Health and Wellbeing Indicators for communities, including a review of local government profiles, which will help us to build place-based approaches and assist communities to address their needs and concerns.

We will also establish methods for monitoring the performance of place-based and community interventions that we undertake in relation to this Strategy, particularly in relation to the social return on investment and the impact on health outcomes, and reduction in inequities.

# We are Supporting the Health and Wellbeing of All Tasmanians

A key element of our Strategy will be to focus on population groups who will benefit most from support and funding. That means people and populations who are vulnerable or disadvantaged because of race, ethnicity, religion, sexuality, gender, social and economic circumstance, disability, education and location.

## Partnering with the Australian and Other Governments

In particular, we will work with the Australian Government to support those who are vulnerable. Both the *National Partnership Agreement on Preventive Health* and *Closing the Gap*, a commitment by all Australian governments to improve the lives of Indigenous Australians, will play a significant role in our Strategy.

## Focusing on Children and Young People

The health and wellbeing of our children and young people is critical to their futures and to the vitality of our community. Family life plays a significant factor in determining future health and is particularly influential in the use of drugs, alcohol and tobacco. We need to recognise that children model their behaviour on the adults around them and that some parents need to be supported so that they can set the best example.

Some of our young people face mental health issues, are dealing with issues relating to sexual health, relationships and body image. Many vulnerable young people, including those in care, experience a range of factors that significantly affect their health and wellbeing. That is why we have established a portfolio for children and developed *Our Children Our Young People Our Future – Tasmania's Agenda for Children and Young People*.

Through the whole-of-government *Our Children Our Young People Our Future*, we are bringing key stakeholders together and investing significantly to give our children the best start towards a healthy life, in projects such as Child and Family Centres.

Through the Office for Children, we will advance initiatives for children and young people. We will give priority to action on sexual and reproductive health, including the *Making Choices* program with the Department of Education, to improve the sexual health and wellbeing of children and young people.

We are also working to integrate services that will help children through the key strategy of developing Child and Family Centres around the State, with a total of 11 centres due to be in place by the end of 2011–2012.

Child and Family Centres are being established to assist families living in some of Tasmania's places of greatest disadvantage. They will be well situated community assets to help the development of place-based approaches.

## Beaconsfield Child and Family Centre

The Beaconsfield Child and Family Centre is the realisation of a long-term goal of that community. It is building on the services that Beaconsfield House has been providing in the Beaconsfield community for years.

This Child and Family Centre demonstrates how the Tasmanian and Australian Governments are raising awareness of the importance of the early years and it will give the children of Beaconsfield what they richly deserve – the very best start in life by joining up services in one location.

Through the Beaconsfield Child and Family Centre, young children and parents in Beaconsfield and surrounding areas can access the following services:

- Child health nurses;
- Child care – both long day care and before and after school care;
- Playgroups;
- Launch into Learning initiative;
- Speech Pathology;
- Family support;
- Community justice; and
- Community literacy coordination.

It is a model that is community owned and run and will benefit the health and wellbeing of the children of Beaconsfield and their families into the future.

We will establish the *Healthy Choices where Children Live, Learn and Play Program* under *Our Children Our Young People Our Future*. *Healthy Choices* will promote children's healthy eating and physical activity by expanding the reach of successful programs across schools and into early childhood settings.

Already, under the *National Partnership Agreement on Preventive Health*, we are moving ahead to improve the health and wellbeing of children and young people.

*Healthy Children* is a joint Australian and State Government initiative that is providing funding for the next three years to:

- Expand the *Move Well Eat Well* program into more primary schools;
- Extend *Move Well Eat Well* into early childhood settings for 0–5 year olds;
- Broaden the *CoolCAP School Canteen Accreditation Program*;
- Expand the *Family Food Patch* parent peer education program into early childhood settings; and
- Develop a pilot of the new *H.Y.P.E.* (or *Healthy Young People in Education*) program targeted at secondary school students.

## The National Partnership Agreement on Preventive Health – Healthy Children Initiative

Initiatives under this partnership:

**Move Well Eat Well** is already changing how primary school-aged children see their health and wellbeing. That means changing curriculum, policies, teaching and learning, school support and physical environments. Over 64 per cent of public and private primary schools are a part of this initiative – that's 34 000 children and their families who are seeing the benefits.

Rosetta Primary has recently received a *Move Well Eat Well* Award. The school is the first in the City of Glenorchy to be recognised for its organised and sustainable approach to the promotion of physical activity and healthy eating. At Rosetta, around 380 students enjoy a:

- Daily *Cool Refuel* Break, where students have a drink of water and a fruit or vegetable snack;
- Daily physical activity program; and
- Access to bike racks and whole-of-school promotion of walking or riding each term.

Added to this, teaching staff model drinking water and healthy eating via catering for school events and class cooking. The school regularly communicates with families to promote *Move Well Eat Well* messages and the Rosetta Primary School Association backs the *Move Well Eat Well* Award through adopting healthy fundraising approaches.

We are taking an innovative approach for secondary school students. **H.Y.P.E.** is a health and wellbeing program for secondary schools that recognises body image plays a powerful role in how young people think about and act on their health and wellbeing. It's about increasing access to healthy food at school; reducing sitting time; increasing the diversity of physical activity experiences available to students; increasing the consumption of water and decreasing the consumption of sweet and high energy drinks; and working to enhance positive body image.

**CoolCap School Canteen Accreditation Program** is about helping schools to improve school canteens. St Brigid's Catholic Primary School in Wynyard recently developed a new canteen and worked hard to achieve GOLD accreditation under the *CoolCap* program. They've been helped by the Tasmanian School Canteen Association, who have assisted with menu and recipe suggestions, the development of canteen policy and food safety documentation. St Brigid's GOLD canteen offers the school community a range of healthy food and drinks. It supports their whole-of-school approach to nutrition and physical activity that is being implemented through their involvement in *Move Well Eat Well*. St Brigid's has developed strong policies to support daily physical activity and active play for all children. They are implementing a whole-of-school approach to physical activity based on strong and consistent messages about what it means to be healthy and live well.

**Family Food Patch** is another approach under the *Healthy Children* initiative that will train and support parents to guide children's nutrition and physical activity in their local communities.

## Supporting Our Youngest Children and Their Families

We are committed to ensuring that our youngest and most vulnerable children and their families have the support they need.

Research clearly demonstrates that the provision of sound universal health services during a child's early years leads to better long-term health and wellbeing outcomes for children.

The Child Health and Parenting Service (CHAPS) is a vital support for Tasmanian families with newborn children. The CHAPS service model provides child-centred, family-focused services from birth through to Prep that enhance the health and wellbeing of all young children in Tasmania. Services include:

- Universal child health and development checks;
- Screening for children entering Prep;
- The *Wetaway* program to support parents to reduce bedwetting;
- Parenting Centres (with 97 per cent of families with newborn children now enrolling to attend a Child Health and Parenting Centre); and
- A parenting helpline.

Oral Health Services Tasmania is working with CHAPS to implement the *Lift the Lip* program across Tasmania. Under this program, child health nurses are trained to identify children up to four years of age with early signs of tooth decay. Children who are identified as at risk of poor oral health are referred to Oral Health Services Tasmania who works with the whole family to prevent further tooth decay.

We know that joined up services are a proven way to assist children and families to reach their full potential. CHAPS is also working closely with the Department of Education and local communities to develop and implement Child and Family Centres across the State.

## Child Health Checks

*Healthy Kids Check* promotes early detection of lifestyle risk factors, delayed development and illness, and introduces guidance for healthy lifestyles and early intervention strategies.

Together with the Australian Government, we are implementing the *Healthy Kids Check* program to increase the number of child health checks available to children at four years of age.

Child health checks are conducted to make sure that every four-year-old child in Australia has the opportunity for a basic health check to see if they are healthy, fit and ready to learn when they start school.

## Acting to Improve Mental Health

When we take action on mental health, we are addressing wellbeing issues. Mental health is a challenging area of health service delivery, with around 20 per cent of adults in Tasmania affected by some form of mental disorder, and two to three per cent likely to have a severe mental illness.

We are committed to deliver quality mental health services that address the needs of people with a mental illness so that they can live with better health. That is why we fund a range of community and inpatient mental health services and initiatives for children and adolescents, adults and older persons across the State.

That is also why we have released Tasmania's first *Suicide Prevention Strategy* and why we are currently undertaking two key legislative projects – the development of a new *Mental Health Act* and a review of the *Alcohol and Drug Dependency Act 1968*.

## Promotion, Prevention and Early Intervention

Tasmania's first *Mental Health Promotion, Prevention and Early Intervention Framework* was released in October 2009. The Framework provides a whole-of-government and whole-of-community approach to mental health promotion and preventive mental healthcare in Tasmania.

The Framework recognises that mental health promotion and prevention needs to occur in sectors that are outside of the immediate mental health sector.

Putting the Framework into practice will strengthen and protect the mental health and wellbeing of Tasmanians. This will include identifying and advising on how different parts of government can take action to improve mental health outcomes.

An immediate priority under the Framework was the development of a *Suicide Prevention Strategy* for Tasmania. Tasmania's first *Suicide Prevention Strategy* was completed and released in December 2010. This Strategy gives all Tasmanians, both government and community alike, a clear direction and a mandate to take action and to respond to suicide together.

Suicide is a tragic event that has an enormous impact on families and communities across Tasmania each year. But importantly, suicide prevention is everybody's business. Our commitment to reduce the impact of suicide goes hand in hand with our commitment to strengthening and protecting the mental health of all Tasmanians.

Recent Australian Government commitments to mental health and suicide prevention will offer further opportunities to coordinate and progress effort and investment where possible.

## Acting on Homelessness

Being homeless has a profound impact on a person's health and wellbeing. We are investing significantly to increase the supply and condition of social and affordable housing and to reduce homelessness in Tasmania, through *Coming in from the Cold: the Tasmanian Homelessness Plan 2010–2013*. *Coming in from the Cold* is now being implemented across agencies to help some of our most vulnerable citizens find a place to call home.

The government reached its target of halving the number of people sleeping rough by the end of 2010, by providing 195 new units of accommodation for people who are homeless. We are also in the middle of the biggest construction effort for affordable housing for decades with a target of 1 400 affordable homes to be built by July 2012.

## Supporting People Living with Disability

It can be more difficult for people living with disability and their carers to live healthy lifestyles. This is because of the barriers they sometimes face in their everyday lives, such as lower educational attainment, social exclusion, unemployment and insecure housing.

People living with disability, particularly intellectual disability, are therefore more likely to experience poorer health outcomes. In particular, they are more likely to have mental illness, dental disease and undiagnosed or poorly managed chronic conditions that are not directly related to their disability.

Under the *National Disability Strategy 2010–2020*, the Council of Australian Governments is working to support people living with a disability to attain the highest possible health and wellbeing outcomes throughout their lives.

## Improving Food Security

Access to good quality, nutritious food is fundamental to having good health. Already, the work of the Food Security Council is promoting the accessibility of good quality, nutritious food. The Council is responsible for:

- Overseeing the development of a *Food Security Strategy for Tasmania*, in line with the *Food and Nutrition Policy Tasmania* and *A Social Inclusion Strategy for Tasmania*;
- Overseeing the development of a framework to measure food security at the local level in Tasmania;
- Developing a food distribution approach for Tasmania that is responsive, fair and equal; and
- Identifying and advocating for prevention of the causes of food insecurity.

## Food Security Solutions in Dorset and Clarence Local Government Areas

The Tasmanian Food Access Research Collaboration aims to identify and improve understanding of food access in the Dorset and Clarence local government areas.

The project will measure whether people have sufficient access to healthy food. This will involve bringing information together and preparing detailed maps of the two local government areas, identifying shops and other food outlets, and whether people can conveniently access them.

The Collaboration is made up of the University of Tasmania's School of Human Life Sciences, University Department of Rural Health, Anglicare and the two local government municipalities.

The Collaboration has designed a 'healthy food basket' that lists nutritious items that people should be able to buy and eat locally, while local people will act as community researchers to assess the accessibility of food outlets and the quality of food available.

Community members and groups can take part in community events and meetings in order to provide the best possible information about the challenges they face in accessing healthy food.

The leadership of the Food Security Council will continue to contribute to *A Healthy Tasmania* by enabling the further development of place-based approaches related to food and nutrition.

In 2011–2012, we have also allocated funding over two years to *Foodbank*, *Second Bite*, and *Produce to the People* for emergency food relief. These charities are providing an essential service by collecting food that would otherwise have been discarded and providing it to community organisations and households in need, either free or at low cost.

The breakfast program within the Department of Education will continue to expand the provision of breakfasts in schools for the many children who arrive at school without having eaten in the morning.

## Addressing the Cost of Living

Economic factors can have an overwhelming effect on an individual's health and wellbeing. We are already helping economically disadvantaged Tasmanians to address health and wellbeing issues through a range of strategies and initiatives. These include services and concessions that directly help Tasmanians, such as subsidies to assist those on low incomes to have cancer screening, and concessions for vital pharmaceuticals, aids and equipment that make life less difficult.

We have been putting in place a range of strategies to address energy costs and make homes more energy efficient. We have provided funding over two years to help low-income families to reduce their energy costs by subsidising the purchase of energy efficient whitegoods and heating.

The government is also working to improve the energy efficiency of Tasmanian homes and give people practical help to drive down their energy costs. We will fund energy audits and energy efficiency improvements in public housing. Eligible households in the private rental market will also be given energy efficiency audits to identify ways in which they can achieve real savings on their power bills as well as reduce carbon emissions.

The Tasmanian Government's response to a *Social Inclusion Strategy for Tasmania* undertaken by the Social Inclusion Commissioner Professor David Adams, noted that "in 2008 the cost of essentials (food, electricity, housing, transport and health) for an unemployed couple with two children took up an estimated 93.5 per cent of their welfare entitlement, leaving little room for emergency expenses or savings." (*Social Inclusion Strategy for Tasmania Preliminary Response*, October 2009, p.11)

That response set out some strategies to follow, such as providing emergency financial support, as a means of giving practical assistance in the form of food, chemist or transport vouchers, and referrals to services. Initiatives such as the *No Interest Loan Scheme* have been further expanded out of this Strategy and they help Tasmanians to address the underlying causes of financial crisis.

### How the *No Interest Loan Scheme (NILS)* Can Promote Health and Wellbeing

In 2010, we expanded this Micro-Finance Loan Program, which offers support to Tasmanians and helps them to help themselves.

It can now include purchases for dentures and orthodontic treatment as well as household maintenance and repairs. That can mean making a vital alteration such as rails or ramps which will increase mobility and access.

NILS makes a difference to lives by allowing people to complete their dental health treatment, and enabling people to stay independent and in their own homes for longer.

*The Cost of Living Strategy* will be another way that we can better understand the economic factors that impact on health. In particular, we need to know what the cost pressures are that impact on health and wellbeing and how we can support Tasmanians to address these.

*The Cost of Living Strategy* will raise awareness and improve the support that is provided through concessions, discounts and fee waivers within health and human services, and through other government agencies. Through our work under *A Healthy Tasmania*, we will make further improvement to the assistance provided to Tasmanians.

## Communication and Health Literacy

Helping people to access, understand and use the information we provide about health and wellbeing and our services is an important platform for *A Healthy Tasmania*.

The Australian Bureau of Statistics tells us that more than 60 per cent of people in Tasmania do not have adequate health literacy, including 30 per cent of people educated to a Bachelor degree<sup>2</sup>.

Low health literacy is a significant and mainstream issue that contributes both to poor health outcomes and the cost burden for Tasmania's health and human services system.

Low health literacy limits people's capacity and motivation to self-manage their health, causes avoidable hospital admissions and emergency service usage, medication and treatment errors, and makes it hard for people to access our services.

"Patients, in particular, find our language wrapped in jargon and do not really understand the information we 'load' them up with." Department of Health and Human Services staff Communication and Health Literacy Survey, 2011.

"Please use layman's language. Explain to us and be precise." Lifeline Chats Focus Group participant, 2011.

We will work to improve communication between health and human services staff and those who use our services.

We will work to reduce health literacy-related barriers to health and human services – from the front door and beyond – and establish a service delivery culture that includes 'No Wrong Door', is respectful of all clients and encourages clients to ask questions.

We will work with adult literacy staff to raise the awareness of Department of Health and Human Services staff of adult literacy programs, develop referral processes and develop health literacy resources for literacy volunteers to use with clients.

Through *Healthy@Work* and the *National Partnership Agreement on Preventive Health – Healthy Workers* we will start to improve health literacy in workplaces and promote healthy choices at work.

We will also work with Arts Tasmania and the arts, community and health sectors to improve health literacy through arts activities.

<sup>2</sup>Australian Social Trends, Australian Bureau of Statistics, 4102.0, June 2009

# We are Spreading Health and Wellbeing Messages

## Using Social Marketing to Promote Health and Wellbeing

Improving Tasmanians' health and wellbeing and preventing chronic disease is not a simple 'one-solution' problem and requires a multi-pronged response. Some individuals and groups in our community are particularly hard to reach. The ways in which we connect with each other and communicate messages are far more complex than they have ever been and this is transforming how we spread messages relating to health and wellbeing and how these messages are heard.

That is why social marketing is important. Social marketing is an integrated approach that uses a range of marketing techniques and instruments at the same time to have the greatest impact and take-up by targeted communities. Social marketing works when it is informed by evidence, and we get much better impact when we draw on significant resources driven from the national level.

Under the *National Partnership Agreement on Preventive Health*, Australian Government funding for social marketing through the *Measure Up* campaign has been extended by three years, with additional funds to increase its reach and to target 'at risk' groups. The *Measure Up* campaign aims to raise awareness of the importance of physical activity and healthy eating to protect against chronic disease. It incorporates the *Swap It, Don't Stop It* campaign.

In Tasmania, social marketing undertaken through the *Measure Up* campaign (including *Swap It, Don't Stop It*) will be targeted to:

- Support and encourage health and community workers to integrate *Measure Up* messages into their standard practice. It will focus on service providers and clients in disadvantaged or vulnerable communities and those most at risk of preventable chronic disease;
- Ensure that *Measure Up* is integrated with promotion of the *Get Healthy Information and Coaching Service*<sup>®</sup>, which provides practical support to individuals wanting to get healthy; and
- Coordinate local communication and marketing efforts relating to healthy lifestyles and making healthy choices easy choices. This includes getting feedback from key stakeholders.

## Targeting Smoking Using Social Media

Tasmania has some of the highest smoking rates in Australia, and we have been introducing a number of measures to 'de-normalise' tobacco. Social marketing is a key strategy for getting the message out to Tasmanians to not smoke and has been shown to be an effective and evidence-based approach.

### **Swap It, Don't Stop It**

*Swap It, Don't Stop It* is a national campaign to encourage Australians to eat healthily, do physical activity and have a healthy waist measurement. It is particularly focused on making people aware of the link between unhealthy waist measurements and chronic disease. By making simple everyday changes, larger changes in lifestyle can start.

In order to make the most of social marketing and reduce the risk of illness and disease to Tasmanians, we are supporting the implementation of the national *Swap It, Don't Stop It* campaign, and investigating how we can link it with other local strategies.

Social marketing campaigns are necessary to personalise the health risks of smoking and to encourage people who smoke to make use of available evidence-based treatments and specialist support services. We need to use a variety of campaign messages and advertisements so that we can effectively communicate with all people who smoke.

By targeting smoking through social marketing and other strategies under the *Tasmanian Tobacco Action Plan 2011–2015* we aim to:

- Increase public awareness and personalise the health risks of smoking; and
- Increase the number of quit attempts by smokers.

A key way to evaluate smoking trends is to study the impacts of social marketing campaigns, specifically how reductions in smoking relate to expenditure on social marketing. In many jurisdictions, it has been shown that social marketing can be highly effective in reducing smoking.

Through the *National Partnership Agreement on Preventive Health*, national social marketing campaigns will be rolled out targeting common risk factors for chronic disease, including smoking. Our aim is to see funding TARPS rise in Tasmania from a base minimum of 400 to an average of 700 per month.

We will continue support for Quit Tasmania, to enable Tasmanians to eliminate or reduce their exposure to tobacco in all its forms. As with other population-level health promotion strategies, our social marketing to address smoking will be supported by a range of other strategies in order to achieve maximum benefit.

The Quit Tasmania social marketing program has identified the use of multimedia strategies as a tool to complement campaign messages. This includes social networking tools and other emerging technologies to promote quit messages.

During the period when the National Tobacco Campaign is implemented, TARP levels when combined with the Quit Tasmania Social Marketing Program are expected to average approximately 700 TARPS per month.

We will also continue to increase awareness of the options available to individuals for quitting smoking.

## Targeted Audience Rating Points (TARPS)

One way to work out if campaigns to reduce smoking are effective is to look at the Targeted Audience Rating Points (TARPS) per month. TARPS tell us the percentage of a specific target audience that is viewing a program so that social marketing can be targeted well. Recent research has shown that an average of 700 TARPS is needed per month to make the most of social marketing to reduce smoking.



## Promoting Physical Activity

The *Find Thirty every day*<sup>®</sup> campaign was developed for the Western Australian Department of Health and has been adapted to Tasmanian conditions. The aim of the campaign is to increase the number of Tasmanian adults who are sufficiently active to gain health benefits. The primary target audience is Tasmanians aged 18 years and over who are inactive or insufficiently active for good health, and the secondary target audience is all Tasmanians aged 18 years and over.

The campaign objectives are to:

1. Increase the awareness of the recommended amount, type and frequency of physical activity required by adults for good health, and maintain salience of this knowledge; and
2. Demonstrate a range of moderate-intensity physical activities that can be incorporated into the daily lives of Tasmanian adults.

The campaign complements other local and national initiatives including the *Get Healthy Information and Coaching Service*<sup>®</sup> and the *Swap It, Don't Stop It* campaign.

## Reaching Out to Help Tasmanians Take Action on Their Health and Wellbeing

The *Get Healthy Information and Coaching Service*<sup>®</sup> is a free and confidential support service that helps Tasmanians to make lifestyle changes by providing information and ongoing health coaching to help them achieve their health goals.

The *Get Healthy Information and Coaching Service*<sup>®</sup> is an important part of the mix of responses that will help us target and prevent chronic disease. It offers practical advice over the telephone and through the internet to help people make sustainable lifestyle changes regarding healthy eating, being physically active and achieving and maintaining a healthy weight.

The service is already reaching a broad cross section of the community and engages those who may find it harder to seek advice or support, such as people from rural and regional areas. It is targeted at those most at risk of developing lifestyle-related chronic conditions, including people from disadvantaged areas and Aboriginal people.

## How the Get Healthy Information and Coaching Service has Helped...

"I was extremely pleased with the service I received... my coach was very helpful, suggesting ways to still continue with the healthy eating programme... She was also terrific in keeping me motivated and suggesting different ideas to keep me interested in exercise." A Healthy Coaching participant.

Images: Australian Better Health Initiative – A joint Australian, State and Territory government initiative.

# We are Building Supportive Environments and Policies

Through *A Healthy Tasmania*, we will increase our efforts to improve health and wellbeing at a local level by building more supportive environments and policies.

We are already improving collaboration and integration across government, local government, private practitioners and non-government and community organisations. Through National Health Reforms, we are working with the Australian Government and other key partners to better integrate primary health and preventive health in our hospitals, health facilities and services across the State and enhance the capacity of health workers to promote health and wellbeing.

We are continuing to work through Sport and Recreation Tasmania in planning and developing supportive environments and opportunities for undertaking sport, recreation and physical activity.

We will work with the arts community locally and nationally, which can make a difference to improving health outcomes and reducing inequities.

We are also working through the Social Inclusion Unit, which is developing practical actions that governments, business, communities and individuals can take to ease the cost of living in Tasmania. This includes the *Cost of Living Strategy* and the Food Security Council and Strategy, which will have significant flow-on effects to Tasmanians' health.

There are many areas in which we are undertaking legislative and regulatory reform in Tasmania that will make healthy choices easier and lead to healthier lives. These include tobacco reform and national food labelling, and advocating for national approaches that support Australians' health and wellbeing.

## Addressing Tasmania's Smoking Rates

Our action in this area is leading Australia. Already we have banned smoking in pubs and clubs, made enclosed public places and workplaces smoke-free and banned smoking in cars when a child is present. However, we need to do more.

While we are proud of our efforts so far, we will recommit to cutting Tasmania's smoking rates through a strong package of measures. The proposed new measures will be particularly effective in reducing smoking prevalence among Tasmanians.

It is our aim to make smoking more socially unacceptable, especially in the eyes of children. We want to de-normalise tobacco to children so they don't view it as a normal social activity, as this will help to prevent our young people from taking up the habit.

## What we Know About Smoking in Tasmania

Tobacco use imposes a considerable social and economic burden on the Tasmanian community.

The most reliable source of smoking data is the *National Health Survey 2007–2008* which showed that Tasmania continues to have the second highest prevalence of smokers of all states and territories.

The *Tobacco Action Plan 2011–2015* sets out our work to address smoking over the next four years. It will extend legislation and regulation on displays of tobacco products. It builds on the work of *Quitline* and the 'ABC' brief intervention smoking cessation program, and includes a Menzies Research Institute Tasmania project that will look at smoking and pregnancy.

ABC is a memory aid that reminds healthcare workers of the key steps to encourage people who smoke to quit (**A**sk about smoking, provide **B**rief advice to stop, and refer to **C**essation treatment). The goal is to build this brief intervention into the everyday practice of all healthcare workers who have contact with smokers.

We will introduce legislation into Parliament to increase smoke-free areas and to restrict the sale and display of tobacco. That means extending the current ban on smoking in outdoor dining areas from 50 per cent to 100 per cent of outdoor dining areas.

We will make it illegal to smoke in and within 20 metres of the competition and seating area at all outdoor sporting venues. Other initiatives include plans to ban smoking near playgrounds and in all pedestrian malls, bus malls and covered bus shelters, to introduce smoke-free areas in all outdoor public swimming pool premises and to restrict traditional cigarette vending machines.

We will also support the Australian Government's plans to introduce plain packaging for cigarettes.

## **Helping Tasmanians to Think About Their Consumption of Alcohol**

We want to get Tasmanians to stop and think about how they consume alcohol and the place it has in their lives. Drinking shouldn't be something we do without thinking, as misuse of alcohol harms our health, our families and our community.

We need to change the drinking culture, and ensure Tasmanians think responsibly about alcohol. The direct and indirect damage caused by alcohol should not be underestimated, and we will take a planned and coherent approach to regulate the supply of alcohol and provide effective interventions to deal with and prevent alcohol-related harm.

## **Rising Above the Influence**

*Rising Above the Influence, the Tasmanian Alcohol Action Framework 2010–2015* is our overarching strategic plan to deal with alcohol issues in Tasmania over the next five years. It directs all government agencies to support initiatives and commit to implementing strategies to achieve the goals and aims of the Framework. It also guides activities and partnerships between government agencies, local government, community sector organisations and the liquor and hospitality industries to reduce the social and health harms caused by alcohol.

We will review legislation to ensure there is an appropriate and consistent framework to regulate alcohol in the community and reduce alcohol-related harm.

We will also support national initiatives aimed at reducing the levels of, and harms from, intoxication, including alcohol pricing, advertising and promotion restrictions and warning label requirements.

## Alcohol, Tobacco and Other Drugs Promotion Prevention and Early Intervention

We are also developing *Everybody's Business: A Tasmanian Alcohol, Tobacco and Other Drugs Promotion, Prevention and Early Intervention Strategic Framework*.

*Everybody's Business* will provide a coordinated response to the use of alcohol, tobacco and other drugs in the Tasmanian community that considers and supports addressing the daily conditions of living that influence substance abuse.

Successfully addressing the daily conditions of living that influence the use and misuse of alcohol, tobacco and other drugs, and addressing broader concerns about life pathways and inequalities of health in Tasmania is essential to reducing the impact of substance use and harms.

## Responding on Food Labelling

We are currently considering the recommendations of *Labelling Logic*, the National Review of Food Labelling Law and Policy.

The Review addressed preventive health and delivered a series of recommendations, such as how nutrition information panels on food may foster more informed decision-making by consumers and therefore lead to better long-term health outcomes.

We are developing a comprehensive response to the recommendations of the Final Report of the Review and we will work with the Australian Government and other states and territories to ensure that consumers are better informed about the food they eat.

## Planning for Healthy Spaces and Healthy Places

Tasmanians are proud of our wonderful environment and it offers many opportunities for us to be healthy and live well. However, making the most of these opportunities will only happen if we can build partnerships with local government that lead to better planning and design in our communities.

We are setting in place policy and initiatives that promote sport and recreation and building community infrastructure that promotes healthy living, such as bikeways and walking tracks in our urban and rural areas. We are also developing design principles to plan for environments that will support active living in Tasmania, such as the *Healthy by Design Guidelines*.

## Healthy By Design

The *Healthy By Design Guidelines* support the development of built and natural environments that encourage physical activity. Facilities and spaces that are healthy by design have a positive impact on the health and wellbeing of Tasmanians, as they will provide more access to alternative transport and more opportunities for physical activity.

The Guidelines were developed jointly by the Premier's Physical Activity Council and the Heart Foundation and are a powerful way to incorporate health into daily planning decisions. They are a valuable resource, providing design considerations for walking and cycling routes, streets, local destinations, open spaces, public transport and strategies for fostering community spirit. *Healthy by Design* also takes into account some of Tasmania's natural advantages, including our hilly topography and broad open spaces.

We will work with local government to develop partnerships in relation to health and wellbeing, particularly in relation to planning and urban design. We will also promote the inclusion of *Healthy By Design* principles through local government regional planning strategies and in local council planning schemes.

There are many other opportunities to partner with local government to promote health and wellbeing and we will work with the Department of Premier and Cabinet's Local Government Division, with the Local Government Association of Tasmania and the Premier's Local Government Council to consider what else can be done.

## Active Transport

Under the *Tasmanian Walking and Cycling for Active Transport Strategy*, the Department of Infrastructure, Energy and Resources is working to promote walking and cycling as viable and desirable forms of transport through improved infrastructure, land use planning and behavioural change. The Strategy is intended to guide the development of walking and cycling as transport options in our urban areas over the long-term, by creating a more supportive transport system for pedestrians and cyclists.

Active transport choices such as walking and cycling, not only improve health, but also result in reduced greenhouse gas emissions, which will help Tasmania to achieve its emissions targets by 2050.



## Sport and Recreation Tasmania

Planning and developing healthy spaces and places has been significantly influenced by Sport and Recreation Tasmania. Some of their key achievements include:

- Working with local government and sporting organisations on sport and recreation strategies, developments and participation opportunities;
- Implementation of the *Trails and Bikeways Program*; and
- Providing funding for sport, recreation and physical activity infrastructure.

## Planning for Physical Activity

Physical activity, sport and recreation are key drivers in improving the health and wellbeing of all Tasmanians. They contribute to a more inclusive society by encouraging family and community connectedness. They help improve productivity, reduce stress and reduce the risk of chronic disease that stems from sedentary behaviour.

Tasmania has a unique wealth of public land reserved for its natural values (more than a third of the State), as well as a very long and largely unspoilt coastline. These assets are managed by the government for the protection of their natural and cultural values, but also for their enjoyment through appropriate recreational activities. This encourages Tasmanians and visitors to engage in healthy activities such as bushwalking, climbing, rafting, kayaking and all sorts of fishing, and to do so in some of the most attractive settings in the world.

## Tasmania's Plan for Physical Activity 2011–2021

In February 2011, the Premier launched *Tasmania's Plan for Physical Activity 2011–2021*. It is a long-term plan for all of Tasmania and was prepared by the Premier's Physical Activity Council, in consultation with many other Tasmanians interested in physical activity. The barriers to people being physically active are not straightforward, nor are fixing them the responsibility of just one person or organisation. That is why a joint approach is aimed at lifting Tasmania's rates of physical activity.

It is a 10-year plan that sets out a long-term vision for a different future, one where all of us are able to enjoy the benefits of regular physical activity. It has four interconnected goals:

- Goal 1** - Become a community that values and supports physical activity;
- Goal 2** - Create built and natural environments that enable and encourage physical activity;
- Goal 3** - Partnerships that build and share knowledge and resources; and
- Goal 4** - Increase opportunities for all Tasmanians to be physically active where they live, work and play.

We have set two ambitious targets we want to achieve by the year 2021. One is a 10 per cent increase in current physical activity levels and the second is to bring together 1000 success stories from Tasmanians about the positive difference regular physical activity is making to their lives. The stories help to engage more effectively with communities and target groups where participation in physical activity has been traditionally low.



We will ensure there are opportunities to be healthy through physical activity, sport and recreation programs and initiatives.

That means continuing to build facilities and environments that can meet the sport, recreation and physical activity needs of the Tasmanian community into the future.

## Maximising Physical Activity in Schools

Physical activity, sport and recreation teaches our young people important life skills such as cooperation, team work, resilience and winning and losing with dignity and grace. Children who are more active also tend to pay more attention at school and have better learning outcomes. Research has associated exercise with increased brain function, better attendance rates and higher test results among school children, meaning those who are active may have an advantage in the classroom.

The links between physical activity and learning support the need for physical education in the school curriculum. This is also vital so that young Tasmanians are taught the basic motor skills that can build their ability and confidence to play sport throughout life. Through the upcoming *National Sport and Education Strategy*, Australian governments are working to include physical education as a part of the upcoming national school curriculum and to maximise the number of hours children spend being physically active at school. This will be supported by the *National Partnership Agreement on Preventive Health – Healthy Children* initiative.

## Promoting Health and Wellbeing in the Workplace

Workplaces are places where many of us spend a great deal of our time. By focusing on health and wellbeing in the workplace, we can create settings that support and promote healthy lifestyles.

### Healthy Workers

The Tasmanian Government is funded by the Australian Government to implement the *National Partnership Agreement on Preventive Health – Healthy Workers* through initiatives including:

- Developing and piloting a *Healthy Workers Toolkit* that supports health and wellbeing through policy and practice in work sites;
- Appointing *Healthy Workers Regional Advisors* positions in WorkCover Tasmania to support the use of the Toolkit in work sites across all industries; and
- Promoting engagement by workers with a range of health and wellbeing strategies such as the *Get Healthy Information and Coaching Service*<sup>®</sup>.

The *Healthy Workers Toolkit* will be based on the *Get Moving at Work Toolkit* which was developed by the Premier's Physical Activity Council in collaboration with WorkCover Tasmania and Sport and Recreation Tasmania.

*Healthy@Work* is a four-year (2008–2012) budget initiative to support the development of workplace health and wellbeing programs in all government agencies and authorities. The project will help agencies to develop effective workplace health and wellbeing programs within each agency.

*Healthy@Work* is supported by an ongoing partnership between the Tasmanian Government, the Menzies Research Institute Tasmania and the University of Tasmania, which is funded by the National Health and Medical Research Council, to develop and assess workplace health and wellbeing – the partnering *Healthy@Work* program.

We will continue to actively pursue all opportunities to integrate health and wellbeing into government workplaces, particularly through whole-of-government means such as the Department of Premier and Cabinet's Public Sector Management Office.

### Arts and Health

Arts and health is a general term that embraces a range of practices and settings including the use of Aboriginal and Torres Strait Islander art, dance, literature, music, visual arts, theatre and combined disciplines. Arts activities are happening already all over Tasmania in schools, community health centres, hospitals, community houses, residential aged care and community halls.

The arts provides opportunities to:

- Help communities in times of trauma and grief;
- Build inclusive communities;
- Contribute to healing and rehabilitation;
- Enrich healthcare environments;
- Assist carers and health professionals deal with stress;
- Provide creative expression and community inclusion for people living with disabilities;
- Enrich the medical curriculum;
- Promote healthy behaviours;
- Engage with disadvantaged groups; and
- Share and manage sensitive health issues.

## Kick Start Arts in Glenorchy

Kick Start Arts has been working with Pulse Youth Health Services in Glenorchy since 2003. This long-term partnership has had a significant impact and many young people are developing the skills, knowledge and confidence to have more control over their lives. They are able to make choices and decisions to solve their own difficulties and health issues and are finding hope for the future.

By participating in the arts process, health workers have been able to build more honest and open relationships with young people and gain respect for the power of the arts in developing confidence, self-esteem and transforming the lives of individuals and communities.

A recent project at Pulse is **Power Hip Hop**.

Ten young hip hop artists were mentored by established composers Donald Bate and Simon Reid to each compose a new work for the Tasmanian Symphony Orchestra to perform. The young rappers received training and development in voice and performance skills, and composed for instruments and performers that were new to them. The young people and producers developed confidence, skills, understanding and ability to compose and arrange music at higher levels. Kick Start Arts produced seven sell-out concerts with the Tasmanian Symphony Orchestra at the Peacock Theatre and Theatre Royal.

Arts and health will be an important component of *A Healthy Tasmania* because there are so many different ways in which the arts can be used to improve health and wellbeing and reduce health inequities. We will work to embed the arts into policies and practices across sectors, and develop the partnerships further.



# We are Addressing Locational Disadvantage

Place-based action is about community approaches that tap into, and mobilise, local capacity. It is where sectors, such as education, economy and health can work together to promote good health. This is about addressing the daily conditions of living that influence health, sustainability, economic engagement and equity.

Place-based action means:

- Empowering individuals and groups in communities;
- Developing skills, knowledge and confidence;
- Increasing social connections and relationships;
- Making service delivery more responsive and developing policy based on community-identified needs and solutions;
- Making sure community voices are heard;
- Ensuring that decision makers are responsive and accountable;
- Mobilising resource for communities in need; and
- Community support for programs because they have been involved in their development.

Police Community Youth Clubs (PCYCs) are examples of a place-based approach. PCYCs enjoy strong support from their local communities to provide opportunities for young people. While the focus is on reducing crime, PCYCs contribute to the fabric of communities and encourage health and wellbeing through sport and recreation.

## Place-Based Action Currently Underway in Tasmania

Under the Premier's Physical Activity Council, there are a range of place-based approaches that are directly fostering health and wellbeing in Tasmanian communities. These include:

- The *Medibank Private Active Tasmania Awards* – targeting local council, school and community organisations that are promoting participation in healthy and active lifestyles; and
- Physical activity ambassadors – who work hard as role models to increase the profile of physical activity.

Similarly, the Heart Foundation runs free walking groups in many local communities, which are bringing people together to have fun, make new friends and take part in active events. Also, the Department of Health and Human Services funds Women Sport and Recreation Tasmania to coordinate the *Get Active Program*, which is a peer-led program to encourage women to participate in physical activity in their local community.

Other place-based approaches include Community Houses and the many community sector projects and programs, and other community led programs in the arts. Examples include *Family Food Patch*, *Get Active Tasmania* and *Eating with Friends*.

Physical activity, sport and recreation play an important role in social inclusion, and in community development and support, not to mention health. The Department of Education recognises this and promotes the use of its sport and recreation facilities among the wider community. Not-for-profit community groups, such as sport and recreation organisations, are covered for public liability insurance when accessing these facilities. Use of school facilities is just one way that communities can take advantage of the resources around them to improve health and wellbeing. Facilities should be booked by contacting schools directly.

## **Developing a Model for Place-Based Action**

We will work with the many interagency and intersectoral groups that are all considering place-based approaches to support and develop resilience in communities. This includes the Food Security Council, the Mental Health Interagency Working Group, Community Houses and the Office for Children – to name a few.

Place-based approaches for *A Healthy Tasmania* will make the most of local capacity for people to have more control over their lives and the decisions that affect them.

This is a significant new area of work that will be developed through the Strategy into the future. We need to bring together agencies across government to understand what is already in place to support communities and reduce duplication.

We need to:

- Understand the strengths and resilience that already exists and the barriers to accessing good health and wellbeing in our communities;
- Share examples of evidence informed practice in Tasmania with our partners, stakeholders and communities;
- Extend the use of the arts to release the capacity within communities to improve health and wellbeing outcomes and reduce inequities;
- Develop policy ideas through consultation and collaboration across all levels of government, and with community based organisations; and
- Establish principles that will guide the development of place-based approaches.

Over time, we will bring together government, community, business and research sectors around identified places or communities in Tasmania to prevent poor health and address the factors that influence wellbeing and equity in that particular community.

## **Fostering Research that Supports Place-Based Approaches**

By targeting our research efforts, we can develop a better understanding of the social determinants of health, and see how to mobilise the capacity of communities to reduce the inequities that impact on good health and wellbeing.

To ensure we develop effective and relevant place-based action, we will work with the Menzies Research Institute Tasmania, University of Tasmania and national and international academic partners to establish the best possible advantage and opportunity for improving health and reducing health inequities in Tasmania.

# We Will Put in Place Strong Leadership for Health and Wellbeing

## Establishing a Health and Wellbeing Advisory Council

A key initiative of *A Healthy Tasmania* will be to establish a leadership group to move forward on the policy directions we have set out.

The Council will provide leadership and report to the Minister for Health in relation to health and wellbeing. It will provide strategic advice to the Minister, and through the Minister to Cabinet, on directions, policies and solutions to issues related to health and wellbeing. The Council will raise awareness and advance collaboration across sectors, and with key stakeholders, in relation to health and wellbeing.

As we build understanding of the breadth and impact of health and wellbeing activity throughout the State, the Council will advise on criteria and priorities for future investment in health and wellbeing and assist in monitoring the implementation of health and wellbeing programs and initiatives. The Council will recommend strategies for the coordination of activity, communication and reporting of health and wellbeing programs and initiatives and develop principles for policy decision-making in order to maximise the impact of health and wellbeing activity in our State.

As our Strategy progresses over future years, the Health and Wellbeing Advisory Council will monitor how the policy directions outlined in the Strategy are helping us to achieve our vision.

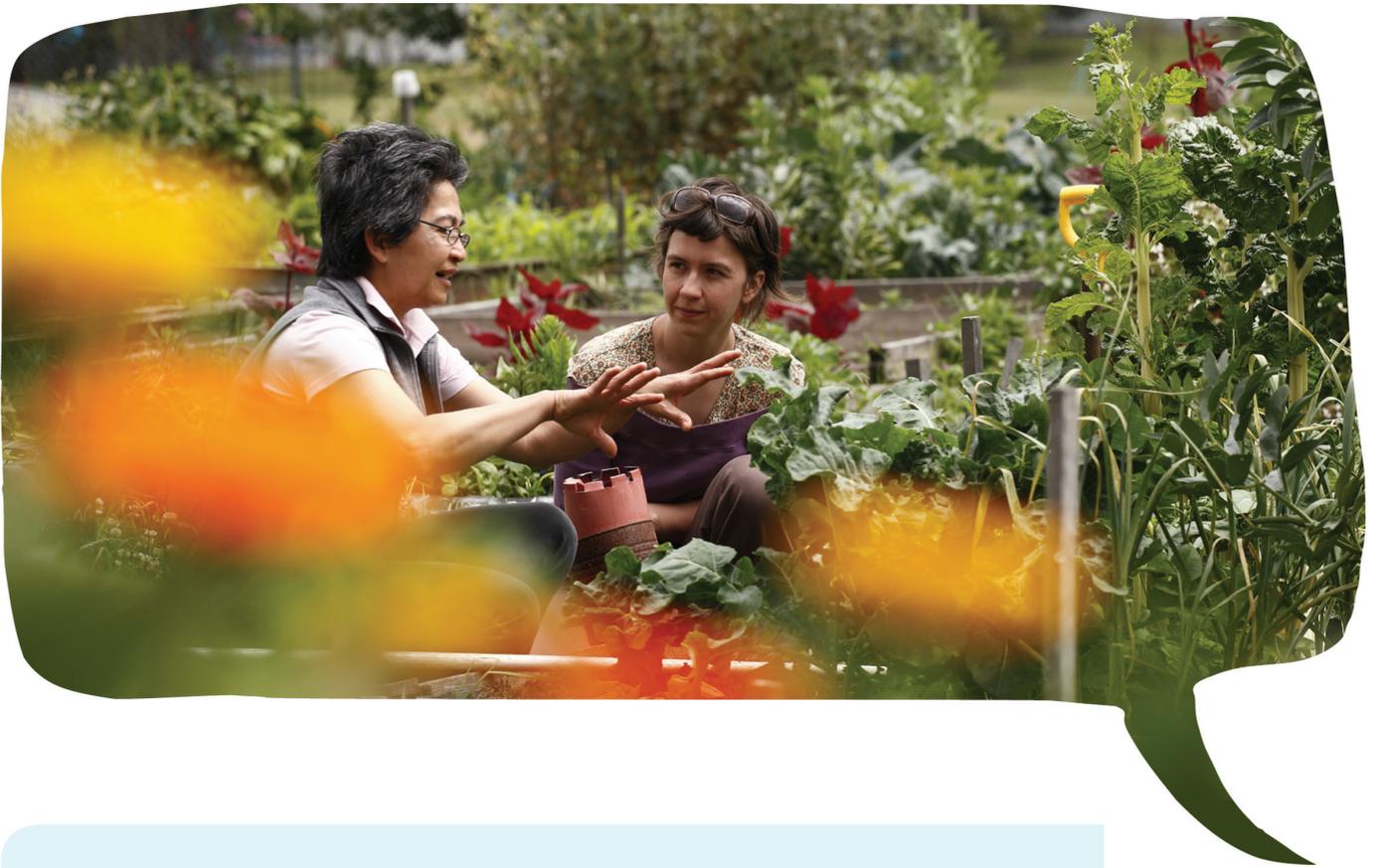
The Health and Wellbeing Advisory Council will submit, through the Minister, an annual report to Cabinet on issues arising from the implementation of *A Healthy Tasmania*.

In the first instance, the group will advise on:

- Appropriate measures to reduce health and social inequities; and
- Advice on the best approaches to place-based health and wellbeing.

The Council will be supported by the Department of Health and Human Services.





## Fostering a Culture of Health and Wellbeing

To make the vision of *A Healthy Tasmania* a reality we will continue to foster a culture of health and wellbeing in our health sector. Health and social services must take a responsive, respectful and client-focused approach.

That means empowering the Department of Health and Human Services' many health professionals and service workers to support and encourage the health and wellbeing of their clients. Our dedicated staff are working in Tasmanian communities every day, understand the local issues and have the power to make a difference.

Through *Working in Health Promoting Ways: A Strategic Framework for DHHS 2009–2012*, we are providing all staff with the policy direction, knowledge and tools needed to work in health promoting ways.

As Tasmanians we all have a responsibility for the health and wellbeing of our communities. Lasting change will only occur with leadership from the ground up.

# A Beginning

*A Healthy Tasmania* marks the beginning of a broad agenda that will be pursued over the next 10 years to optimise health, wellbeing and equity in Tasmanian communities. This Strategy is about making every investment of funding, time and energy count. Each of our policy directions will help us to map the way forward and ensure we put in place a framework for action on health and wellbeing that we can sustain over the next decade and beyond.

In 2011–2012, we will move forward on the vision of *A Healthy Tasmania* using existing resources. Our key priority will be leadership in order to get our Strategy in progress.

We know that as we implement this Strategy, it will evolve to reflect future needs and issues. Through strong leadership, we will be well placed to turn around our health and wellbeing outcomes and enable Tasmanians to live healthier lives.

Starting right now, we are taking the first steps that will increase activity, that will improve health outcomes and reduce inequities by promoting health and wellbeing over the long term. At the same time we have a responsibility to ensure we get maximum benefit for our efforts. We need to explore every opportunity to build partnerships, harness resources and seek out the best available practices and initiatives.

*A Healthy Tasmania* is a call to action for all levels of government, industry, the community and the community sector to work together to raise the bar and build a better Tasmania.

It places *A Healthy Tasmania* at the forefront of our thinking. Together we can improve our health and reduce the inequities that are barriers to our state thriving – because being healthy matters.







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