



**CITY OF
MANDURAH**

Public Health and Wellbeing Plan 2020 - 2023



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Introduction

Health and wellbeing is vital to a liveable and safe community. For this reason we have chosen to enhance our commitment to our community's wellbeing through developing a Public Health and Wellbeing Plan 2020-2023 (The Plan) that integrates local knowledge and action, provides leadership to create and maintain a healthy, happy and safe community.

The Plan recognises that being healthy is more than being free from disease, it also comprises all aspects of a person's life that contribute to them being happy and fulfilled.

The Plan is required under the Western Australian Public Health Act 2016 and aligns with the State Public Health Plan for Western Australia 2019-2024. It aims to enhance the health, wellbeing and safety of all Mandurah residents through aligning with the City of Mandurah's Strategic Community Plan 2020 - 2040 and relevant State and Federal strategies and policy documents.

There are different ways the City can contribute to improving our community's health and wellbeing through leading, advocating and partnering with key stakeholders in various health related areas.

The Plan has a strong focus on engaging with priority populations in our community who are recognised as having the poorest health outcomes and benefit the most from additional support to improve their health and wellbeing.

The Plan also recognises the important contribution the City of Mandurah has on the health of the community. And also highlights the importance that it is everybody's business to promote, protect and improve the health of the community.

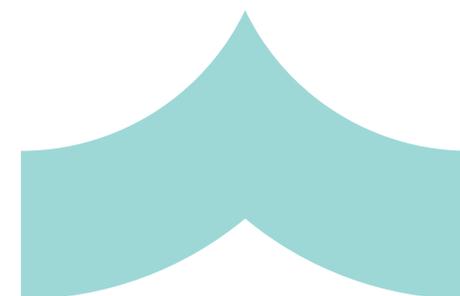
Public Health Vision

The vision of The Plan is to create a place where our community is proud, inspired, inclusive and innovative where we respect our connections to the past and create a positive future. This will be achieved through delivering on the City's values of connected, integrity, excellence, innovation and by being courageous.

The Plan will focus on priority populations which include, but are not limited to:

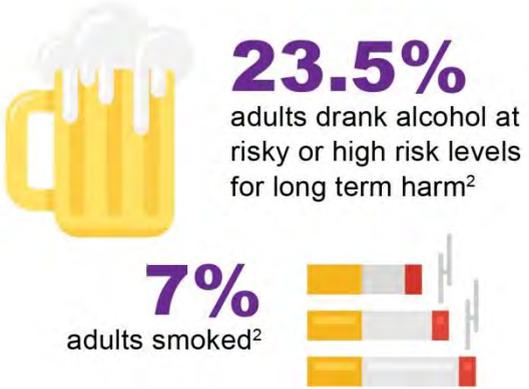
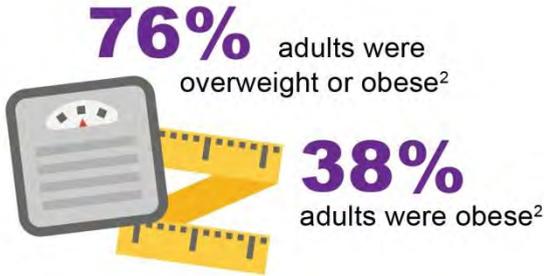
- Aboriginal people
- Those living in low socioeconomic circumstances
- People with mental illness
- People with disabilities
- Carers and families of people with sickness and disability
- Culturally and Linguistically Diverse (CALD) populations, particularly those people who have recently arrived in Australia

The success of The Plan strongly relies on a whole-of-organisation and community approach to health and wellbeing which strongly links to the strategic direction and the City's Strategic Community Plan Focus Areas.

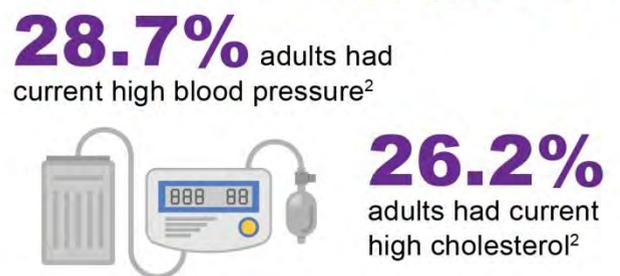




City of Mandurah Health and Wellbeing Snapshot



3,885 adults were hospitalised due to injuries from accidental falls between 2012–2016¹



Source: City of Mandurah Health and Wellbeing Profile - South Metropolitan Health Services Health (SMHS)

Strategic Community Plan Focus Areas

Economic	Social	Health	Environment	Organisational Excellence
<ul style="list-style-type: none"> • Supporting and empowering local businesses • Creating local jobs and opportunities • Fostering innovation and creativity in enterprise • A diversity of employment, industries and enterprise • Giving consideration to the impact of industry on the environment 	<ul style="list-style-type: none"> • Engaging, enabling and promoting youth • People feeling safe no matter where they are • Hearing and embracing all voices • Vibrant and welcoming places for all to share • Protecting the natural environment as we create shared spaces 	<ul style="list-style-type: none"> • A compassionate, interconnected whole of health system • Technology and infrastructure that aids in better health • Readily available, highly accessible services and facilities • Appropriate support for an ageing population • An understanding of the importance of a protected natural environment in preventative health 	<ul style="list-style-type: none"> • Nature having a voice at the table in all decisions • A beautiful, clean, and sustainable environment for all • Preserving and celebrating the waterways - our greatest asset • Protecting the natural environment for generations to come • Deep engagement and respect for the environment 	<p>An organisation that:</p> <ul style="list-style-type: none"> • makes a difference through questioning, challenging and building resilience (COURAGE) • engages the community through collaboration, understanding and inclusiveness (CONNECTED) • embraces ideas and opportunities to shape an inspiring, diverse and dynamic community (INNOVATIVE) • upholds and protects our community through honesty, fairness and empathy (INTEGRITY) • delivers on its commitments to make a difference in our community (EXCELLENCE)

The Plan seeks to have a deep understanding of our community and supports opportunities that are identified to improve health and align to what matters to our community. Importantly there is an opportunity to maintain a connection with those who participated in the Mandurah Matters process to develop the City's Strategic Community Plan and identified health as being one of the key focus areas.

The Plan will also be influenced and supported by legislation and a number of strategies such as the documents outlined in **the State Public Health Plan for Western Australia - Appendix 1**.

Plan Development

This Plan was developed in consultation with community members, staff and local stakeholders. The themes reflect the needs and aspirations of the local community and recognises that public health is already fundamental to the City's business.

Health is everyone's responsibility and almost every service and environment that the City is involved with contributes to a healthy, active, happy and safe community.

Specifically, the Plan will directly deliver a range of health actions that are covered in the Corporate Business Plan and seek to align with the Strategic Community Plan / Mandurah Matters focus areas.

The Plan will:

- Be a document that identifies areas of focus to improve health and wellbeing.
- Be an ambitious document that facilitates opportunities that may require external funding and other stakeholder's commitment to deliver.
- Focus on priority populations in the community who are more likely to have poor health outcomes.
- Explain the ways that we can influence public health.
- Encourage the community to lead opportunities to improve public health and maximise their efforts and ideas.
- Ensure a one team approach working in all areas and connecting services and infrastructure.

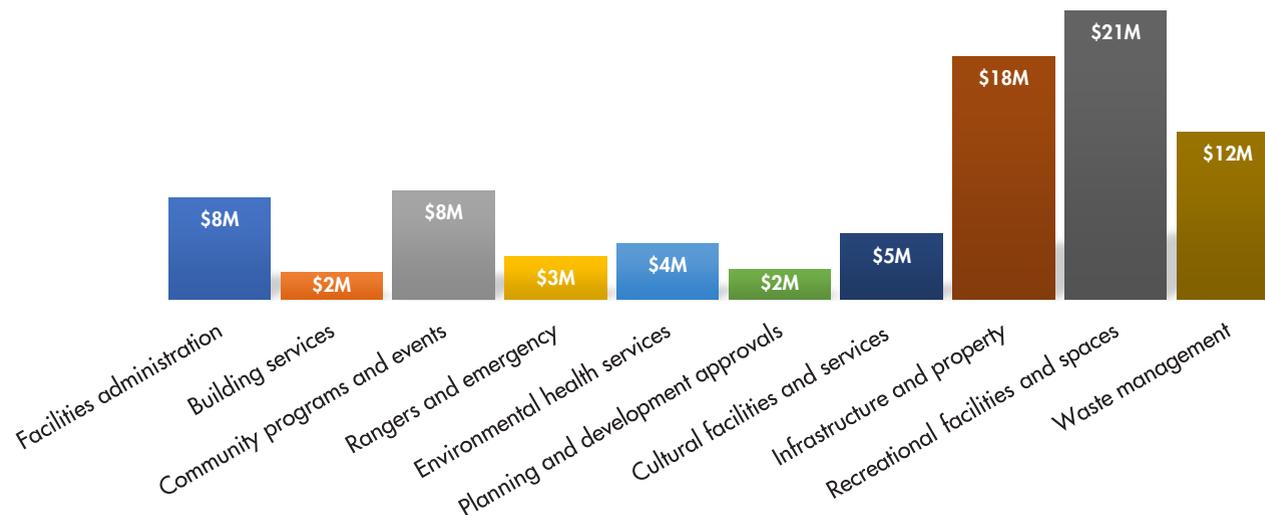




Our Current Public Health Role

The City provides a broad range of programs that support and promote the health of our community and invests a significant amount of money across the organisation which can be seen in the graph below. Each one of these Business Units contribute to making our City a healthy, enjoyable and a safe place to be.

Expenses by Program 2018/19 (\$ Millions)



Source: City of Mandurah's 2018/19 Annual Financial Statement

The City of Mandurah's ongoing commitment to creating and influencing environments that support healthy living, wellbeing and quality of life are further detailed in our following core business, including:

- **infrastructure and property services**, including local roads, bridges, footpaths, drainage, waste collection and management
- **building services**, including inspections, licensing, certification and enforcement
- **provision of recreation facilities and spaces**, such as parks, natural reserves, trails, sports fields and stadiums, swimming pools, sport centres, halls
- **planning and development approvals**
- **environmental health services to prevent and control environmental health hazards**, emissions, and communicable diseases (i.e. tobacco control, water and food safety, noise and air pollution control and mosquito control)
- **administration of facilities**, such as marinas, cemeteries, parking facilities and street parking
- **community programs and events including youth development**, access and inclusion, and volunteering
- **cultural facilities and services such as libraries, art galleries and museums**
- **waste management**
- **ranger and emergency services** including animal control and fire management.



Measures

The City has an important role in providing healthy and supportive environments. The table below demonstrates the linkages between the outcomes of the Plan's strategies and how they will contribute to broader community health improvement.

	Overweight or Obese	Poor Physical Activity	Poor Nutrition (Fruit & Vegetable)	Smoking	High Risk Alcohol Consumption	Mental Health	Injury
Satisfaction with City's footpaths, cycle paths, roads and community based services that keep people active and healthy	✓	✓					
Evaluation of CoM Liquor Accord actions and outcomes					✓	✓	✓
Comparison of Injury Matters injury data over 2 year periods							✓
Satisfaction with the City's performance in safety and security							✓
Implementation of the City's Community Safety and Crime Prevention Plan							✓
Maintenance and actions of the Mandurah Liquor Accord to reduce alcohol harm							✓
Streamlined volunteer database with increased participation rates						✓	
Reduction in lifestyle risk factors for Mandurah population	✓	✓	✓	✓	✓		
Increased funding from external agencies to promote health and wellbeing	✓	✓	✓	✓	✓	✓	✓
Comparison of SMHS community profile data over 2 year periods	✓	✓	✓	✓	✓	✓	✓
Satisfaction with partnering opportunities both internally and externally to the City	✓	✓	✓	✓	✓	✓	✓
Stakeholder satisfaction on the implementation of the City's Public Health and Wellbeing Plan	✓	✓	✓	✓	✓	✓	✓
Comparison of SEIFA score when released	✓	✓	✓	✓	✓	✓	✓
Increased distribution, understanding and integration of key healthy messages both internally and externally to the City.	✓	✓	✓	✓	✓	✓	✓
City policies to include health and wellbeing/public health objectives and strategies	✓	✓	✓	✓	✓	✓	✓
Evaluation of the City's Public Health and Wellbeing Plan's processes, outputs and outcomes	✓	✓	✓	✓	✓	✓	✓

Identifying Our City's Public Health Needs

Feedback from the community about their health and wellbeing needs is essential. The data analysis, staff and stakeholder consultation was supported by the broader consultation as follows:

- Mandurah Matters community consultation
- Safe communities priorities setting workshop
- Meeting with representatives from key organisations
- Interviews with key staff across the City
- Staff and external stakeholder survey to identify perceived public health risks
- An internal policy alignment study
- Community health and wellbeing profile

The community health and wellbeing profile highlighted a number of specific public health challenges for the City including:

- Ageing population with people aged 75 and over being almost double the WA average
- High psychological distress affects 14.3 percent of the population
- Unemployment rates higher than WA State average

- In 2016, data indicates approximately 170 people are homeless. Recent local data obtained in March 2019 suggests up to 70 people are street present at any one time in and around Mandurah's central areas.
- Declining Socio-Economic Indexes for Areas (SEIFA) over time
- Higher than state average notifiable diseases (Vector borne and STIs)
- Three in every four adults is overweight or obese
- 40 percent of adults are not active enough for health benefits
- Very few people eat the recommended number of serves of fruit and vegetable

The findings from the consultation process as well as the statistics and other research has resulted in the identification of various public health priorities that The Plan will seek to address.

The following overarching themes guiding The Plan integrate many of these public health priorities:

1. Planning for a healthy and active community

Provide community, social infrastructure

and services to maintain quality of life in a growing and increasingly diverse city.

2. Building our community's confidence in Mandurah as a safe and secure city

Create an environment that feels safe and minimises harm, including from alcohol and drug misuse with the support of key partners.

3. Promoting a cohesive, connected and included community

Facilitate and advocate for opportunities for all people to participate in the social, economic and community life of the City, irrespective of ability, background, class, gender or orientation whether these opportunities are provided by the City or other agencies.

4. Promote, disseminate and integrate key healthy messages and policies into City business

Partner with external agencies to identify and provide community relevant health messages and services, and where resources permit these are integrated into City business.

Plan Implementation

Day to day implementation will be undertaken with the involvement of a broad range of partners working together to achieve the goals of improving the health and wellbeing of our community.

To ensure the success of The Plan, the following reflects the actions carried out by the City:

- Engage with priority populations to improve health outcomes
- Understand external stakeholders activities and goals
- Understand the current activities and goals of each City team
- Prepare or support groups to prepare advocacy documents
- Link in with broader health campaigns and identify potential funding opportunities
- Take advantage of existing events to promote opportunities

- Listen to people and identify potential linkages and opportunities
- Identify any barriers in delivering services, infrastructure and equipment and develop options to address these.

The City spends millions of dollars on key infrastructure and activities that contribute to the health and wellbeing of the community. Beyond the labour allocation, the modest operating budget relating directly to the resources involved to deliver The Plan include:

- Marketing and communications support for internal and external activities
- Administration support to enhance internal and external activities
- Support with basic equipment or improvements
- Provide incentives to overcome barriers to attendance

Plan Review

Over the coming three years, the City and its partners will support and undertake initiatives to achieve the key strategies under each theme. Success will be measured by reporting against key performance indicators and the outcomes of the annual action plan.

Each year, an action plan will be developed by the City that will demonstrate the outcomes between the City and partner organisations that have promoted better health and wellbeing among individuals and the broader community.



Public Health Themes and Key Actions

Theme One: Planning for a healthy and active community	Theme Two: Building our community's confidence in Mandurah as a safe and secure city	Theme Three: Promoting a cohesive, connected and included community	Theme Four: Promote, disseminate and integrate key healthy messages and policies into City business
<p>Strategic Objective One Provide community, social infrastructure and services to maintain quality of life in a growing and increasingly diverse City.</p>	<p>Strategic Objective Two Create an environment that feels safe and minimises harm, including from alcohol and drug misuse, using internal and external resources.</p>	<p>Strategic Objective Three Facilitate and advocate for opportunities for all people to participate in the social, economic and community life of the City, irrespective of ability, background, class, gender or orientation and support improved mental health.</p>	<p>Strategic Objective Four Partner with external agencies to identify and provide community relevant health messages and services where resources permit and integrate into City business.</p>
<p>Strategy 1.1 Promote existing infrastructure provided by the City and environmental assets to enable people to be more active, enjoy nature, promote mental health and increase tourism.</p> <p>Strategy 1.2 Identify and then address any barriers to utilisation of services, infrastructure and equipment.</p> <p>Strategy 1.3 Integrate health promoting principles and human health assessments when planning, retrofitting or developing the built environment.</p>	<p>Strategy 2.1 Work with the community and in partnership with relevant agencies to address and respond to injury risks, unsafe behaviours, including violence and drug and alcohol misuse linking with the City's Community Safety and Crime Prevention Plan.</p> <p>Strategy 2.2 Enhance the perception of safety through the effective maintenance of infrastructure and community amenities.</p> <p>Strategy 2.3 Ensure effective delivery of environmental health and health protection services to sustain a safe environment.</p>	<p>Strategy 3.1 Advocate for improved mental health services and effective coordination to support our local community.</p> <p>Strategy 3.2 Actively engage with the community and other stakeholders to ensure the Public Health Plan strategies are included on the agenda and actively discussed.</p> <p>Strategy 3.3 Partner with local agencies to lead and undertake evidence informed public health planning and program development for the City.</p>	<p>Strategy 4.1 Link in with broader public health campaigns that reflect the needs of City residents.</p> <p>Strategy 4.2 Partner with stakeholders to identify upcoming events where the Public Health Plan strategies could be promoted.</p> <p>Strategy 4.3 Improve communication and promotion of the City's services and activities to all Mandurah residents and stakeholders.</p>

<p>Strategic Objective One - Provide community, social infrastructure and services to maintain quality of life in a growing and increasingly diverse City.</p>	<p>Strategic Objective Two - Create an environment that feels safe and minimises harm, including from alcohol and drug misuse, using internal and external resources.</p>	<p>Strategic Objective Three - Facilitate and advocate for opportunities for all people to participate in the social, economic and community life of the City, irrespective of ability, background, class, gender or orientation and support improved mental health.</p>	<p>Strategic Objective Four - Partner with external agencies to identify community relevant health messages and partner to provide healthy messages and services, and where resources permit are integrated into City business.</p>
<p>Strategy 1.4 Identify and apply for funding opportunities to deliver evidence informed public health programs particularly those that meet the needs of people in the community who have the highest need.</p> <p>Strategy 1.5 Adopt sustainable practices in managing the City’s assets, operations and services in order to adapt to changing climate conditions and reduce negative impacts on health and wellbeing.</p> <p>Strategy 1.6 Promote active lifestyles and healthy eating choices both internally and externally.</p> <p>Strategy 1.7 Increase community participation and create opportunities for social connection through a range of activities including the arts, social groups, recreation and sport.</p>		<p>Strategy 3.4 Coordinate a whole of City volunteer and stakeholder register and database to provide a coordinated and streamlined approach to volunteerism and partnerships within the City.</p> <p>Strategy 3.5 Continue to advocate for improved facilities at the Peel Health Campus.</p> <p>Strategy 3.6 Develop initiatives that are inclusive and sensitive to the needs of priority population who have poorer health.</p> <p>Strategy 3.7 Engage our diverse community in events, programs and cultural activities to foster community identity, develop personal skills and create social connections.</p> <p>Strategy 3.8 Advocate for improved technology and specialist health facilities locally.</p>	<p>Strategy 4.4 Ensure effective representation from the City to advocate on behalf of constituents to State and Federal government, other local governments, agencies and private organisations, peak bodies and the media to improve health outcomes for our community.</p> <p>Strategy 4.5 Ensure the City has a suite of policies that promote and provide public health and wellbeing opportunities to both staff and the broader community.</p>

Our City's progress will be monitored by the following measures:

<p>Strategic Objective One - Provide community, social infrastructure and services to maintain quality of life in a growing and increasingly diverse City.</p>	<p>Strategic Objective Two - Create an environment that feels safe and minimises harm, including from alcohol and drug misuse, using internal and external resources.</p>	<p>Strategic Objective Three - Facilitate and advocate for opportunities for all people to participate in the social, economic and community life of the City, irrespective of ability, background, class, gender or orientation and support improved mental health.</p>	<p>Strategic Objective Four - Partner with external agencies to identify community relevant health messages and partner to provide healthy messages and services, and where resources permit are integrated into City business.</p>
<ol style="list-style-type: none"> 1. Satisfaction with City footpaths, cycle paths, roads and community based services that keep people active and healthy 2. Reduction in lifestyle risk factors for Mandurah population as outlined in City of Mandurah Health and Wellbeing Profile 2019 (prepared by South Metropolitan Health Services (SMHS)) 3. Increased funding from external agencies to promote health and wellbeing within the City 4. Comparison of SMHS community profile data over 2 year periods 	<ol style="list-style-type: none"> 1. Satisfaction with the City's performance in safety and security 2. Maintenance and actions of the Mandurah Liquor Accord to reduce alcohol harm 3. Evaluation of CoM Liquor Accord actions and outcomes 4. Implementation of the City's Community Safety and Crime Prevention Plan 5. Comparison of Injury Matters injury data over 2 year periods 	<ol style="list-style-type: none"> 1. Satisfaction with partnering opportunities both internally and externally to the City 2. Streamlined volunteer database with increased participation rates 3. Stakeholder satisfaction on implementation of the City's Public Health and Wellbeing Plan 4. Comparison of SEIFA score when released 5. Stakeholder survey completed annually 	<ol style="list-style-type: none"> 1. Increased distribution, understanding and integration of key healthy messages both internally and externally to the City 2. City policies to include health and wellbeing/public health objectives and strategies 3. Evaluation of the City's Public Health Plan processes, outputs and outcomes



Appendix 1: Strategic frameworks

This Plan is designed to complement the existing strategic frameworks designed to protect public health.

Strategies
WA health system
WA Health Strategic Intent 2015–2020 Sustainable Health Review 2019
Aboriginal health
WA Aboriginal Health and Wellbeing Framework 2015–2030
Chronic disease and injury
WA Health Promotion Strategic Framework 2017–2021 Falls Prevention Model of Care 2014 Road safety strategy to reduce road trauma in WA 2008–2020
Disability
WA Disability Health Framework 2015–2025
Environmental health
Environmental Health Strategic Framework 2018–2021
Oral health
State Oral Health Plan 2016–2020
Immunisation
WA Immunisation Strategy 2016–2020

Strategies
Mental health and alcohol and other drugs
Western Australian Mental Health, Alcohol and Other Drugs Services Plan 2015–2025 Western Australian Methamphetamine Action Plan Suicide Prevention 2020: Together we can save lives Mental Health 2020: Making it personal and everybody’s business Disability Access and Inclusion Plan 2017–2021 Western Australian Alcohol and Drug Interagency Strategy 2018–2022 The Western Australian Mental Health Promotion, Mental Illness, Alcohol and Other Drug Prevention Plan 2018–2025
Sexual health
Sexual Health and Blood-borne Viruses Strategy 2019–2023 WA Hepatitis B Strategy 2019–2023 WA Hepatitis C Strategy 2019–2023 WA Human Immunodeficiency Virus Strategy 2019–2023 WA Aboriginal Sexual Health and Blood-borne Viruses Strategy 2019–2023



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