

Healthy Lifestyles Plan 2009-2013



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Sponsorship Acknowledgment

The Town of Kwinana would like to thank the South Metropolitan Public Health Unit, WA Local Government Association, the Premier's Physical Activity Taskforce and Lotterywest for the support they have provided in the development of this plan.



The Objectives of the Healthy Lifestyles Plan 2009-2013

It is widely recognised that Local Governments make a significant contribution to improving, promoting and protecting the health of communities. This Plan therefore seeks to provide Council with a practical direction for the development of 'Healthy Lifestyle' social, cultural and environmental opportunities for the community of the Town of Kwinana over the next five years.

- 1.** The development of measurable objectives, strategies and actions that are clear and provide an equitable strategy for the enhancement of the community's lifestyle within the Town
- 2.** A clear understanding of the current and future community needs of the residents of the Town
- 3.** The identification of gaps in service and facilities and how services may be better accessed by residents
- 4.** Identifying and managing issues that may influence the achievement of the objectives of the Plan
- 5.** An action plan for the next five years including:
 - Alterations to current opportunities and facilities
 - The development of new opportunities and services that will promote healthy lifestyles in the Kwinana community
 - Enhanced integrated and collaborative planning across council departments
 - The options to impact on external agencies and services and develop effective partnerships
 - The timeframe for this action plan



The Policy Statements of the Healthy Lifestyles Plan

- a.** Through the provision of appropriate staff, funding and resources the Town of Kwinana will aim to prevent the onset of chronic health issues among Kwinana residents by providing a multitude of safe, accessible and affordable opportunities to lead a healthy lifestyle.
- b.** The Town of Kwinana will actively promote the healthy lifestyle opportunities and information available to residents to ensure optimal use of facilities, programs and events.
- c.** Through effective marketing, promotion and networking the Town of Kwinana aims to maximise the return on public funds invested into preventative health in Kwinana. Sustainable initiatives, with the greatest possible health outcomes for each dollar invested, is a priority.
- d.** By partnering with all appropriate internal departments, state and commonwealth government agencies, local and regional health service providers, community groups and sports clubs the Town of Kwinana aims to provide a coordinated and sustainable approach to preventing and reducing the prevalence of chronic health conditions in Kwinana.
- e.** The Town of Kwinana will provide a leadership role within the community through
 - i.** Policy and Planning
 - ii.** Advocacy
 - iii.** Supporting community groups new and existing
 - iv.** Facilitating innovative and 'risk taking' partnerships
- f.** The Town of Kwinana will be transparent, up front and clear on expectations when engaging in consultations with the community. We will ensure that people who have something to say will be given the opportunity to be heard and input from a broad cross section of the community will be actively sought and taken into consideration where appropriate.
- g.** The Town of Kwinana will build environments (social, natural, built and economic) to bring residents together in a way that fosters community participation and connectedness, builds community resilience and facilitates the perception of a united Kwinana in a way that is inclusive and accessible for all.



Healthy Lifestyles Plan Context

The relationship between this plan and other Council policies and plans is graphically depicted below. In practice, some of these policies and plans will overlap, which will promote a whole of local government approach to 'Healthy Lifestyles' rather than it being owned by one specific department only.



Previous Reports and Documentation

A comprehensive review of a range of reports has been completed to identify previously adopted strategies and recommendations to ensure that minimal duplication occurs.

The reports reviewed were:

Internal

- Aboriginal Healthy Lifestyle Plan
- Children & Family Youth Plan 2009-2013
- Community Infrastructure Plan
- Community Safety Plan
- Community Service Needs in the Town of Kwinana – Environment & Behaviour
- Disability Access & Inclusion Plan
- Kwinana Bike Plan 2004 and Beyond – Donald Veal Consultants
- Kwinana Community Resource Centre Feasibility Assessment and Business case – Business Horizons
- Kwinana Parks Project – Michelle O’Brien and Nick Jones
- Orelia Sporting and Recreation Precinct, Feasibility Study – Stirling Sport and Recreation Solutions
- PARKS (Parks and Reserves Kwinana Study) Project Brief
- Recreation Facilities Study – George Vassiliou Strategic Leisure Planning
- Town of Kwinana Strategic Plan 2007-2011

- Town of Kwinana Business Plan
- Town of Kwinana Trails Master Plan – Transplan Pty Ltd

External

- The Village at Wellard Community Audit Report – Creating Communities Australia Pty Ltd
- Over 55’s Lifestyles Community Resources – Rockingham Kwinana Division of General Practice
- Population health profile of the Rockingham Kwinana Division of General Practice – PHIDU Dept of Health and Ageing
- Health Survey of Cockburn Kwinana and Rockingham – Department of Health
- Western Australian Health Promotion Strategic Framework 2007-2011 – Department of Health
- Rockingham Kwinana Health District Population and Health Profile – South Metropolitan Public Health Unit

Where applicable reference to each of these reports and documents has been incorporated into the relevant strategy section of the Healthy Lifestyles Plan.



Town of Kwinana and it's Community

1. Community Profile

In order to gain an understanding of the community profile, demographic data has been obtained from the Australian Bureau of Statistics (2006 Census data) and the Town of Kwinana Population Forecasts, which identifies the existing and projected population base on which to base any planning of facilities and services.

- The demography of the study area as at the 2006 Census indicates that the population comprises 23,199 people, with a distribution of 51.75% male to 48.25% female
- A total of 60.89% of the population are under 39 years of age which, when one compares this to the physical activity participation trends, would indicate that the study area has a highly active community
- The majority of the population is Australian born. This is important when the physical activity participation trends are taken into account, as the highest participating category of people in recreational activities are Australian born with a participation rate of 57.6%
- Of the overseas born, the United Kingdom accounts for 11.9% of the population followed by New Zealand 3.0%, Scotland 1.6% and South Africa 0.7%
- Aboriginal people comprised 4% of the population which is higher than State totals (3%)

- 54% of the Aboriginal population in the Rockingham-Kwinana Health District were less than 25 years of age
- Population projections indicate that the Town's population will grow from the current 26,776 to 61,584 by the year 2021
- Population forecast indicate that 65.8% of the population will be under 39 years of age which is an increase on the 2006 Census data, conversely 8.9% will be over the age of 65 (5,462 persons)
- The demographic data has provided an overview of the community, which will provide a sound basis to aid the decision making process when considered with the other data compiled during this study

Full demographic data is contained in appendix 1 to this report.

2. Health Profile and Priorities

The Healthy Lifestyle Plan is consistent with and aligned to the priority health strategic areas identified at a National and State level.

2. (i) National and State health priorities

Preventable chronic diseases and injury are major causes of mortality, morbidity and disability in Australia (Department of Health, 2007). The total burden of disease in Australia in 2003 attributable to tobacco smoking, high blood pressure, overweight/obesity and physical inactivity was 7.8%, 7.6%, 7.5% and 6.6% respectively (AIHW, 2008). The National Chronic Disease Prevention Strategy (National Health Priority Action Council,



2006) recommends targeting these common risk factors through whole of government and whole of community comprehensive approaches.

The Western Australian Health Promotion Strategic Framework 2007-2011 outlines the strategic directions for promoting healthier lifestyles for Western Australians (Department of Health, 2007). The six priority health areas identified within this report are preventing smoking, healthy eating, physical activity, healthy weight, low alcohol risk use and preventing injury. The Framework identifies local government as a setting for action and advocates a comprehensive approach to addressing chronic disease, including legislation and policy, environmental changes which support healthy lifestyles, encouraging community action, education and social marketing (Department of Health, 2007).

2. (ii) Regional health data

Compared to the WA population during January 2006 – September 2007

- A significantly higher proportion of males, in the Rockingham-Kwinana Health District, did not eat five or more serves of vegetables daily (Rockingham- Kwinana Health District males: 73.8%; WA population males: 85.5%)
- A significantly higher proportion of males and total persons in the Rockingham-Kwinana Health District drank at risky/high risk levels for long term harm (Rockingham-Kwinana Health District males and total persons: 20.3% and 15.1%; WA population males and total persons: 7.8% and 6.9%)

- A significantly higher proportion of males and total persons in the Rockingham-Kwinana Health District drank at risky/high risk levels for short term (Rockingham-Kwinana Health District males and total persons: 31.2% and 21.9%; WA population males and total persons: 14.1% and 13.8%)
- A significantly higher proportion of males and total persons in the Rockingham-Kwinana Health District had high blood pressure (Rockingham- Kwinana Health District males and total persons: 30.8% and 25.7%; WA population: 18.2% and 18.4%)
- A significantly higher proportion of females and total persons in the Rockingham-Kwinana Health District were obese (Rockingham- Kwinana Health District females and total persons: 26.5% and 24.2%; WA population: 17.6% and 17.4% (Unwin, 2008)

The above health and demographic data demonstrates that the Town of Kwinana population is growing, and a significant proportion of the community experience poorer health outcomes compared to the rest of the State in relation to alcohol consumption, high blood pressure and weight management. Consequently healthy lifestyle programs, services and facilities which address these factors are essential to improve the community's health.



Community Consultation

1. Random Community Survey

A brief survey was distributed to a random sample of the Town's residents. Random addresses were selected via the rate roll with an even distribution throughout the Town. Surveys were distributed via Australia Post and contained a reply paid envelope to aid return and responses. One thousand surveys were distributed and 148 returned representing a 14.8% return rate. The survey was structured around six key areas of inquiry, these being:

- Demographics
- Physical Activity
- Facilities
- Nutrition
- Smoking
- Alcohol

The responses have been summarised and are contained in the Healthy Lifestyles Action Plan.

2. Focus Groups

Focus groups were held with specific groupings of the community, namely:

- Ngala Parents & Playgroup
- Senior Sational Program
- Aboriginal Bootscooters
- Imagine Kwinana Inc.

Each of these groups identified the 'good' and 'bad' points of living in the town and identified what they considered would improve their lifestyle within the town. Forty four people were consulted through this process. (See appendix 3 for key findings)

3. Summary

The findings from the community consultation and national and state health strategic frameworks and existing Town plans have been considered in the formulation of strategies for this plan.

Healthy Lifestyle Vision and Framework

"A healthy city is one that improves its environment and expands its resources so that people can support each other in achieving their highest potential... A healthy city is conscious of health as a municipal issue and is striving to improve it. Any city can be healthy if it is committed to health" (WHO, 1995)

To provide a clear focus to the Healthy Lifestyles Strategic Plan a vision and four main themes have been derived from the Town's core value statements contained within its Strategic Plan 2007-2011.

Healthy Lifestyle Vision

"The Town of Kwinana is committed to a vision in which our community is a better place to live, work, raise a family and enjoy life."



Visit the Town of Kwinana website
www.kwinana.wa.gov.au for updates.

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