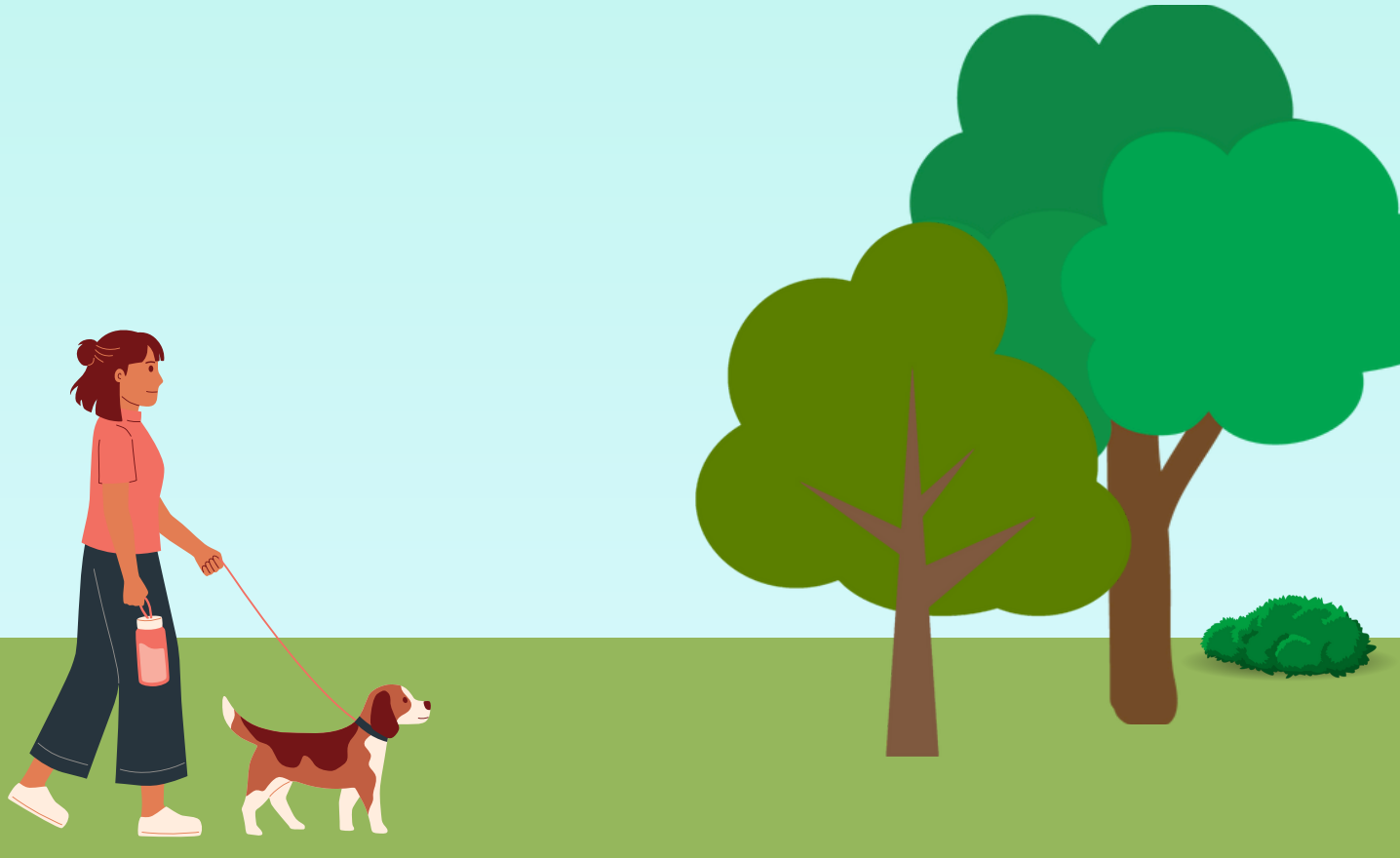
HESSE RURAL HEALTH

HESSE COMMUNITY HEALTH-HEALTH PROMOTION

ACTION PLAN

2025-2026



ACKNOWLEDGEMENT OF COUNTRY

Hesse Rural Health acknowledges Australia's Aboriginal and Torres Strait Islander communities and their rich culture. We pay respects to the Ancestors, Elders and Communities of the Kulin Nation and the Eastern Maar Nation, the custodians of the land on which we deliver our health care services.

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Objective 1. Increase capacity to access, prepare and consume healthier food and drinks through local delivery the **Smiles4Miles (S4M) program.**
Settings and target group: ECS, young children and early childhood educators and staff

Strategy	Activity	Measure	Evaluation Tools
Create healthy settings and supportive environments.	Support ECS to update their healthy eating and oral health policy.	Number of ECS actively supported to participate in S4M.	-Progress tracker -S4M award data -Attendance log -S4M Survey -Progress tracker
		Number of ECS that receive their S4M award.	
		Number of ECS actively supported to update their healthy eating and oral health policy	
Develop personal skills and build settings capacity.	Provide education and training to ECS educators and staff so that they are confident and capable to teach the children about healthy eating and oral health	Number of educators/staff who attend S4M training.	
		Number of S4M training sessions conducted.	
		Increase in confidence and ability of ECS educators and staff to teach healthy eating and oral health to children.	
Work in partnership with key stakeholders and organisations.	Collaborate with local networks and regional partners to support the implementation of S4M.	Number of network meetings/events attended.	

Objective 2. Increase capacity to access, prepare and consume healthier food and drinks through local delivery of the Achievement Program.
Settings and target group: ECS, Schools, students and staff

Strategy	Activity	Measure	Evaluation Tools
Create healthy settings and supportive environments	Support ECS and schools to implement the Achievement Program	Number of new settings registered with the AP	-Achievement Program portal -Progress tracker
		Number of settings supported to update their healthy eating policy	
		Progression of settings through the AP healthy eating benchmarks	
Work in partnership with key stakeholders and organisations	Collaborate with local networks and regional partners to support the implementation of the AP	Number and type of engagement opportunities with partners that support the AP	

Objective 4. Support the development and implementation of community wide **healthy eating messaging** and **regional advocacy initiatives.**
Settings and target group: Social media, community

Strategy	Activity	Measure	Evaluation Tools
Share health information	Amplify state-wide healthy eating messaging and deliver localised healthy eating messaging by sharing information via social media	Number and reach of healthy eating social media posts.	-Social media metrics

Objective 3. Support Hesse to implement and maintain adherence to **Healthy Choices: policy directive for Victorian public health services.** **Settings and target group:** Hesse Rural Health, staff, residents and visitors			
Strategy	**Activity**	**Measure**	**Evaluation Tools**
Strengthen community action and build community capacity	Build capacity of Hesse staff to support the creation of a healthier food environment aligned with the Healthy Choices: policy directive for Victorian public health services	Number of meetings between the HPO and the catering coordinator and dietitian.	-HEAS FoodChecker Menu Assessment -Progress tracker -Hesse newsletter metrics
Create healthy settings and supportive environments	Support the implementation and maintain adherence to the Healthy Choices: policy directive for Victorian public health services across all Hesse sites.	Hesse Rural Health kitchen and catering adheres to the requirements of the *Healthy Choices: policy directive for Victorian public health services*.	
	Monitor and evaluate the implementation of Maggie Beer's Big Mission to ensure the staff menu complies with the Policy Directive.	FoodChecker menu assessment of any changes to the staff menu as a result *Maggie Beer's Big Mission*.	
Work in partnership with key stakeholders and organisations	Collaborate with local networks and regional partners to support the implementation of the Healthy Choices: policy directive for Victorian public health services.	Number of meetings between the Healthy Eating Advisory Service and Hesse	
Share health information	Deliver healthy eating information to Hesse staff	Number of *Healthy Choices* communication and marketing material shared with Hesse staff.	

Objective 5. Increase the availability of healthy, affordable, culturally appropriate foods within the community.
Settings and target group: Winchelsea Community Foodbank, community

Strategy	Activity	Measure	Evaluation Tools
Develop personal skills and build community capacity	Build capacity of the Food Systems Officer and volunteers to run food relief projects to improve access to healthy food.	Number of kilograms of food distributed.	-Scales -Attendance log -Progress tracker -VicHealth's Healthy -Food Relief Guidelines
		Average number of consumers attending the foodbank each week.	
		Average number of people fed each week when counting the number of people per household.	
		Number of food relief projects supported.	
		Number of active food relief projects.	
	Provide healthy and nutritious food to the community through food relief projects.	Food provided aligns with VicHealth's Healthy Food Relief Guidelines	
	Engage with First Nations and CALD communities to ensure food relief is culturally appropriate.	Number of engagements	
Create healthy settings and supportive environments	Facilitate sharing of food within the community. (Food Pantry's, food swaps, donations of locally grown produce to food relief)	Number of initiatives supported	

Objective 6. Participate in a regional approach to building a healthy and sustainable food system.			
Strategy	**Activity**	**Measure**	**Evaluation Tools**
Work in partnership with key stakeholders and organisations	Work in partnership with key stakeholders and organisations to facilitate a collaborative, place-based approach to supporting a healthy and sustainable food system.	Number of partnerships developed and maintained.	-Progress tracker
		Number of food systems network meetings attended.	
	Engage with Aboriginal and Community Controlled Health Organisations (ACCHO's) to ensure initiatives are culturally safe, community-led, and responsive to the unique needs and priorities of Aboriginal and Torres Strait Islander peoples.	Number of engagements	

Objective 7. Build food literacy skills through capacity-building initiatives that empower the community to prepare, store, and consume safe, nutritious meals.
Settings and target group: Winchelsea Community Foodbank, Bannockburn, Rokewood, community

Strategy	Activity	Measure	Evaluation Tools
Share health information	Develop and share food literacy information and messaging via tip sheets and resources.	Number of resources developed and distributed	-Progress tracker -Attendance logs -Case studies -Pre and post evaluation
Work in partnership with key stakeholders and organisations	Build partnerships with First Nations and CALD communities to co-design resources, ensuring information is accessible and appropriate.	Number of engagements	
Develop personal skills and build community capacity	Develop, support and maintain food literacy projects that build community capacity. (e.g., Community Kitchen, social support	Number of initiatives	
		Number of sessions conducted	

Objective 1. Support and deliver programs to increase physical activity
Settings and target group: Schools, Hesse Rural Health, Community. Students, staff, local community members

Strategy	Activity	Measurement	Evaluation Tool
Create healthy settings and supportive environments **Develop personal skills**	Continue to support schools to promote physical activity (e.g. Ride2School, Walk to School Day Jump rope for Heart)	Number of specified settings that the CH-HP program provider has actively supported to implement changes in active living	-PJB data -Progress tracker -Attendance logs -Jump Rope for Heart registrations
	Continue to support and deliver physical activity programs within the community (e.g. Heart Foundation Walking groups Balance & Bones Exercise Group)	Number of consumers/participants	
	Support settings to decrease sedentariness and increase opportunities for active living through initiatives such as the 10,000 Steps challenge at Hesse Rural Health	Number of Small Step categories where achievement has been made in settings actively supported by CH-HP program providers	
		Number of physical activity programs provided/delivered	
		Number of settings signed up for an evidence-based program	

Objective 2. Align and promote state-wide and regional active living or physical activity messaging and campaigns
Settings and target group: Social media, community

Strategy	Activity	Measure	Evaluation Tools
Share health information	Deliver localised messaging via social media which promotes active living	Number of active living or physical activity messages promoted and reach	-Social media metrics -Progress tracker
Work in partnership with key stakeholders and organisations	Develop active living partnerships	Evidence of Hesse's active participation in region wide actions	
		Number of forums or network meetings attended	
		Number of partnerships	

Objective 3. Increase capacity of the young people to implement changes to increase active living
Settings and target group: Hesse Rural Health, educational settings, community, youth

Strategy	Activity	Measure	Evaluation Tools
Create healthy settings and supportive environments	Develop partnerships with local youth and key networks to co-design future programs	Number of partnerships developed	-Case studies -Progress tracker

Objective 4. Increase capacity for active living or physical activity through local delivery of the Achievement Program.
Settings and target group: educational settings, staff and students

Strategy	Activity	Measure	Evaluation Tools
Create healthy settings and supportive environments	Support ECS and schools to implement the Achievement Program	Number of settings supported to update their Physical Activity/Movement policy	-Achievement Program portal
		Progression of settings through the AP Movement benchmarks	

Objective 1. Increase opportunities for social cohesion in rural communities			
Strategy	**Activity**	**Measure**	**Evaluation Tools**
Create healthy settings and supportive environments	Use co-design principles to engage community in the creation of new and strengthen existing opportunities for social cohesion.	Number of co-design meetings held	-Progress tracker -Attendance log -Case study
		Number of community members in attendance at co-design meetings	
Strengthen community action and build community capacity	Empower and support the community to undertake activities which strengthen social cohesion.	Number of activities implemented	
		Number of attendees at activities	

Objective 2. Increase opportunities for social cohesion for CALD communities **Target group:** Culturally and linguistically diverse communities			
Strategy	**Activity**	**Measure**	**Evaluation Tools**
Create healthy settings and supportive environments	Use co-design principles to engage community in the creation of new and strengthen existing opportunities for social cohesion.	Number of co-design meetings held	-Progress tracker -Attendance log -Case study
		Number of community members in attendance at co-design meetings	
Strengthen community action and build community capacity	Support the delivery of social cohesion activities. Empower the community to identify and undertake activities which strengthen social cohesion.	Number of activities implemented	
		Number of attendees at activities	

Objective 3. Increase opportunities for social cohesion for women **Settings and target group:** Winchelsea Women's Housing, women			
Strategy	**Activity**	**Measure**	**Evaluation Tools**
Create healthy settings and supportive environments	Using co-design principles engage the residents of the Winchelsea Women's Housing in the creation of new opportunities for social connection Support the delivery of activities which foster social cohesion such as a women's walking group or creative art program	Number of co-design meetings held	-Progress tracker -Attendance log -Case study -PJB data-increase in referrals
		Number of community members in attendance at co-design meetings	
		Number of activities implemented	
		Number of attendees at activities	
Strengthen community action and build community capacity	Facilitate stakeholder mapping for who can contribute to social cohesion.	Stakeholder mapping report completed.	
		Number of stakeholders identified.	

Objective 4. Increase the capacity of community to deliver social prescription **Settings and target group:** Local community settings, health professionals and key community members			
Strategy	**Activity**	**Measure**	**Evaluation Tools**
Develop personal skills and build settings capacity	Provide education and training on social prescription (develop personals and building capacity) with key community stakeholders and volunteer social prescribers	Number of education sessions provided.	Progress tracker Attendance log Case study
		Number of people trained in social prescribing.	
		Number of social prescriptions provided.	

Objective 5. Develop and implement mental health and wellbeing messaging and campaigns and participate in regional collaboration.			
Strategy	**Activity**	**Measure**	**Evaluation Tools**
Share health information	Amplify mental health messaging such as *R U OK day* and deliver localised messaging by sharing information which seeks to encourage social cohesion.	Number and reach of mental health social media posts.	Social media metrics
Work in partnership with key stakeholders and organisations	Collaborate with local networks and regional partners to support the implementation of activities which foster good mental health.	Number of partnerships developed and maintained.	Progress tracker
		Number of meetings or events attended.	

Objective 6. Support the development of inclusion and diversity action plan to facilitate safe environments.			
Strategy	**Activity**	**Measure**	**Evaluation Tools**
Create healthy settings and supportive environments	Undertake a Gender Impact assessments (GIA) on a sample Hesse services and program.	Number of GIA 's audits completed	Progress tracker
	Undertaken a gap analysis of the PHS – Hesse Rural Health	Completion of the gap analysis	
	Support the development of a diversity and inclusion action plan for the PHS	Completion of benchmarking	
		Development of action plan	

Objective 7. Increase capacity for strengthening mental health and wellbeing through local delivery of the Achievement Program. **Settings and target group:** educational settings, students and staff			
Strategy	**Activity**	**Measure**	**Evaluation Tools**
Create healthy settings and supportive environments	Support ECS and schools to implement the Achievement Program	Number of settings supported to update their Wellbeing policy	Achievement Program portal
		Progression of settings through the AP Mental Health and wellbeing benchmarks	

The Achievement Program
Utilising the Achievement Program as the governing framework, the Healthy Communities Team will support ECS, schools to create healthier environments. The Healthy Communities Team acknowledge that the Achievement Program covers additional health priority areas other than the three focus areas selected to make progress towards. We acknowledge that taking a whole of setting approach, working across the additional health priority areas of sun protection, physical activity & movement, safe environments, alcohol and other drugs and sexual health and wellbeing is important in furthering our efforts in supporting the specified settings across our three focus areas. The Healthy Communities Team will be supporting the specified settings work towards Achievement Program compliance across these health priority areas on a need's basis.

Healthy Settings with Hesse Grants
Through the Healthy Settings with Hesse program, we empower educational settings to address health priority areas in ways that reflect their unique needs. Building on the success of last year's initiative, we will continue offering $500 grants to both schools and early childhood centres. In partnership with Golden Plains Shire and with generous support from local businesses such as Bunnings, we're able to provide targeted assistance that enhances health-promoting initiatives across our communities.

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