

DEADLY GIPPSLAND

Gippsland
Aboriginal Health and Wellbeing
Social Marketing Strategy
2018 - 2021

We acknowledge Aboriginal people as the Traditional Custodians of the land where we live and do business. We pay our respects to them and their continuing connection to land, water and culture and to Elders past, present and future



DEADLY GIPPSLAND

ARTWORK

The Deadly Gippsland logo represents Aboriginal people coming together to participate in arts, health, sport & recreation and culture.

The circles represent the different clans, families and communities in gippsland coming together to share and learn knowledge.

The outer circles represent knowledge being passed down from generation to generation.

The ripples show connection to land, water, and people and also the positive impact these activities have on our mind, bodies and spirits.

The footprints are our ancestors guiding us on our journey.

The reference to community and 'our communities' throughout this document is used to illustrate our desire to work in collaboration with the Aboriginal communities across Gippsland to establish health priorities with co-designed campaigns and implement key actions.

In this document, the term Aboriginal refers to both Aboriginal and Torres Strait Islander people. Aboriginal is used in preference to Indigenous; however Indigenous is retained when it is part of the title of a report, program or quotation.

For more information please contact GippSport on (03) 5126 1847 or visit www.gippsport.com.au



PO Box 63
Newborough 3825
(03) 5126 1847
www.gippsport.com.au

Contents

EXECUTIVE SUMMARY	4
DEADLY GIPPSLAND	5
Vision, Mission, Guiding Principles & Focus	5
ACRONYMS & ABBREVIATIONS	6
1. PROGRAM DELIVERABLES	7
2. PROGRAM LOGIC	8
Deadly Gippsland; more than just sport!	8
Our Auspice: GippSport	8
The Role of Social Marketing	8
Aboriginal Population in Gippsland	9
Health Status	9
Community Feedback	10
Community Surveys	11
Our Impact on Health; Evaluation	11
3. ADVICE & GUIDANCE	12
Cultural Advisory Group	12
Partnership Agreements	13
4. COMMUNICATION STRATEGY	14
Facebook	14
Facebook Groups	15
Online Community Meetings	15
Video (Facebook & YouTube)	16
LIVE Video Shows	17
Social Media Channels	17
Competitions, pledges and challenges	18
Website, Calendar & Blog	18
Newsletter	19
Community Channels	19
Merchandise and Signage	19
5. HEALTH	20
Health Campaigns	20
Health Warriors	22
Health Agencies	22
Health Partnerships	23
6. COMMUNITY	24
Online Community Hub & Calendar	24
Community Awards	25
Sponsorship Program	27
7. SPORT	28
Deadly Sport Gippsland	28
Indigenous Rounds	29
Sport & Recreation Officer	29
8. ARTS	30
Deadly Arts Gippsland	30
Arts Officer	30
9. CAPACITY BUILDING	31
Organisational Support	31
Community Reporters	31
10. BUDGET & STAFFING	33
Core staffing	33
Additional staffing	33
Alternative Model	33
APPENDICES	34



Executive Summary

Nationwide there is a significant life expectancy gap between Aboriginal and non-Aboriginal Australians. Un-healthiness and death from preventable health conditions affects Aboriginal people at a far greater rate than other Australians.

Addressing this health gap is our core focus through delivering health campaigns that encourage people to get well, stay well and live well.

This document reflects on our past experiences under the Koolin Balit Strategy (2013-2017) and formulates a 3-year 'Deadly Gippsland' plan under Korin Korin Balit-Djak; the Victorian Government's Aboriginal health, wellbeing and safety plan 2017 – 2027

We recognise that a strong, connected community provides a holistic setting to best achieve this outcome and our health messaging will be embedded into a range of program deliverables that strengthen Gippsland Aboriginal communities.

A new initiative will be the development of an online community hub that features a calendar of events and content generated by the community for the community.

Health Campaign messaging will be delivered through social marketing with a significant focus on Facebook, which is used daily by a large proportion of our community members.

Art, Culture and Events will be used alongside our initial focus on Sport to engage and connect more widely with communities as well as recognise achievements and promote community programs and services.

Community consultation and feedback has been undertaken, along with input from key stakeholders, to formulate this plan which identifies a range of key deliverables (page 7) and opportunities to further develop and maximise outcomes for the community.

We will ensure our program is well connected to the community and is culturally appropriate with the formation of a Cultural Advisory Group and a significant focus on developing and maintaining partnerships with stakeholders.

The plan continues to focus on training and support of ACCOs as they venture into social marketing and Information Communication Technologies.

Our plan encompass many of the key priorities outlined in Korin Korin Balit-Djak including:

- 1.1 Aboriginal communities self-determine health, wellbeing and safety
- 2.1 Aboriginal culture, knowledge and heritage is valued and embraced
- 2.1.2 Increase participation of Aboriginal people in arts and creative activities that embrace Aboriginal culture and heritage
- 2.2 Aboriginal Victorians are connected to culture, country and community
- 4.2.2 Increase access to Aboriginal community-led family violence prevention and support services
- 5.1 Aboriginal Victorians are resilient and have optimal social and emotional wellbeing
- 5.2 Aboriginal Victorians are healthy and well
- 5.2.2 Improve cancer outcomes for Aboriginal Victorians
- 5.2.3 Increase participation of Aboriginal people in sport and recreation activities.

This document will be distributed to the Community, Government and a range of stakeholders to share our vision and direction, explore opportunities to build partnerships and develop programs as well as seek funding

Deadly Gippsland

Vision:

That Aboriginal people and communities in Gippsland are physically, socially and emotionally healthy

Mission:

To connect community, promote health services and encourage healthy lifestyles

Guiding Principles

- *Culture*
- *Self-determination*
- *Equity*
- *Respect*
- *Working together*

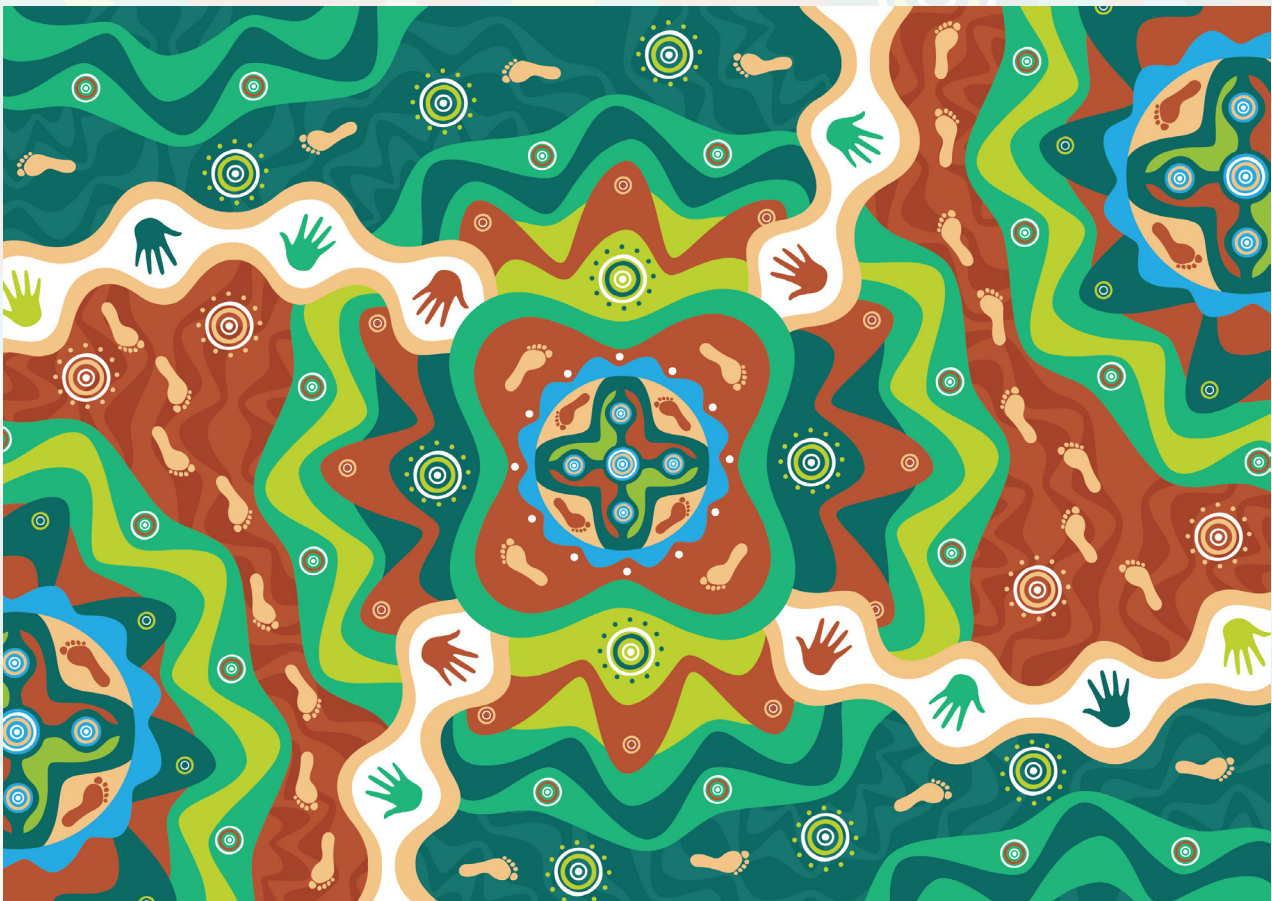
Focus:

- 1. Community; wellbeing and participation**
 - Encourage people to participate in sport, arts and cultural activities and events which positively contribute to our healthy, vibrant communities
 - Celebrate and share community and individual achievements
- 2. Health; access and healthy lifestyles**
 - Promote access to health services
 - Encourage people to get well, stay well and live well
- 3. Capacity Building; growing knowledge and skills**
 - Support the development of ICT & social marketing skills

Acronyms / Abbreviations

- ACCO - Aboriginal Community Controlled Organisation
- ACCHO - Aboriginal Community Controlled Health Organisation
- CCV - Cancer Council Victoria
- DHHS - Department of Health Human Services
- GAHAC - Gippsland Aboriginal Health Advisory Committee
- GEGAC - Gippsland East Gippsland Aboriginal Cooperative
- GLaWAC - Gunaikurnai Land and Water Aboriginal Corporation
- GPHN - Gippsland Primary Health Network
- GTA&HLT - Gippsland Tobacco Action & Healthy Lifestyle Team
- ICT - Information Communication Technologies
- KESO - Koorie Education Support Officer
- LAN - Local Aboriginal Network
- LEAHA - Lakes Entrance Aboriginal Health Association
- LGA - Local Government Authority
- MOU - Memorandum of Understanding
- PCP - Primary Care Partnerships
- SSA - State Sporting Associations
- VACCHO - Victorian Aboriginal Community Controlled Health Organisation

Artwork by Dixon Patten (www.bayila.com.au)



1. Program Deliverables

Advice & Guidance

- Re-establish a **Reference Group** to ensure stakeholder input
- Establish a **Cultural Advisory Group** to guide cultural safety and explore ways to share cultural information
- Build robust, sustainable **relationships** that collaborate on all aspects of this plan

Communications Strategy

- Implement a comprehensive **Communications Strategy**

Health

- Deliver **Health Campaigns** that shift community attitudes and encourage healthy lifestyles
- Establish **partnerships** to co-design health campaigns and maximise health outcomes
- Establish a team of **Health Warriors**
- Promote **health agencies**, services, programs and staff

Community

- Develop an **Online Community Hub & Calendar** that connects community, promotes key information and features user generated content
- Promote community and individual **achievements**
- Re-establish a **Sponsorship Program** that supports sporting, recreation, arts and cultural activities and promotes health campaigns

Sport

- Link community with the **sport & recreation** sector and promote opportunities for participation
- Support and encourage sporting clubs to host annual **Indigenous Rounds**
- Seek funding for an **Aboriginal Sport & Recreation Officer** and program expenditure

Arts

- Raise the profile of the **Arts** within the community to increase participation
- Seek funding for an **Aboriginal Arts Officer** and program expenditure

Capacity Building

- Provide training and support to ACCOs in **communication strategies** and Information Communication Technology
- Recruit, train and mentor a team of **Community Reporters**

2. Program Logic

Individual health and wellbeing is strongly linked with a sense of belonging and pride in community and this is especially so for Aboriginal people, along with a robust connection to culture.

Deadly Gippsland will provide a strong positive image of the community through video stories on local role models, community achievements and activities in the community.

In addition, we will work collaboratively with community to deliver health campaigns on agreed priorities. Our social media channels will be central to delivering positive behavior change messages and promoting available health information and services. We will also utilise local role models as champions for change.

Our program will help build the capacity of the community in social marketing and Information Technology. Within this funding period we will conduct training sessions, one-to-one support and introduce a new initiative of 'community reporters'.

Deadly Gippsland; more than just sport!

Our original program logic identified sport as the catalyst to engage Aboriginal community in health messaging due to its strong interest and the significance of sporting events such as carnivals.

Whilst sport has successfully achieved this high engagement, community feedback has suggested that some people do not engage with the program due to their lack of interest in 'sport'. Additionally, we have often been aware of important community stories that are not sport related and have been unsure whether these stories should be included.

To remove this barrier and to continue to build our reach and engagement within the Gippsland communities, 'sport' will be dropped from the title from 2018.

Whilst consideration was given to replace sport with 'health', 'mob', or 'news' all of these represent limitations to our content. '*Deadly Gippsland*' provides an opportunity to be flexible with content and connect with the whole community through sport, arts, culture, employment, training, community, achievements, events and much more.

Our Auspice: GippSport

The Gippsland Aboriginal Health Advisory Committee and the Department of Health and Human Services identified GippSport as the appropriate auspice for this project in 2014 when it was first proposed and funded.

GippSport's strengths included links to local and state-wide sporting sector, Gippsland-wide service delivery, delivery of health-related programs and most importantly, experience and credibility working with the Aboriginal community.

Whilst our new focus will be broader than just sport, it is difficult to identify a better regional organisation that is readily accepted by the Aboriginal communities across Gippsland.

The Role of Social Marketing

Social marketing harnesses commercial marketing techniques to clearly identify what will influence positive health behaviour at an individual, community and environmental level, in order to achieve a desired goal.

The approach is embedded in a strong evidence base and grounded consumer research. It aims to create a culture that supports people to adopt or maintain behaviours that are consistent with positive outcomes.

In the context of public health, social marketing is most effective when used to complement other public health practices, including policy development, program design and regulation. It should be seen as part of a suite of evidence-based interventions available to improve health outcomes in Victoria.

It is estimated that over 70% of Aboriginal people own a smartphone and that more than 60% use Facebook on a daily basis. This makes sense in the context of the community being strongly connected, relatively small ('everyone knows everyone'), but dispersed across the whole of Gippsland. Social media is a logical solution to enable the community to connect in these circumstances and the technology is generally well embraced.

Aboriginal Population in Gippsland

The Gunaikurnai people are the traditional owners of Gippsland with 5 major tribes; Brabralung, Brataualung, Brayakaulung, Krauatungalung and Tatungalung.

The Aboriginal and Torres Strait Islander population is currently estimated at 3,811 people in Gippsland, representing 1.44% of the region's total population and 11.2% of the total Aboriginal population in Victoria.

	Indigenous Population	Total Population	% of Population
Gippsland	3811	263 698	1.44%
Victoria	33 992	5 739 369	0.59%

The highest proportions of Aboriginal and Torres Strait Islander populations are in East Gippsland (3.3%), Latrobe (1.5%), and Wellington (1.5%) shires as illustrated by the table below.

INDIGENOUS POPULATION BY GIPPSLAND LGA

LGA	Indigenous Population (%)
Bass Coast	204 (5%)
Baw Baw	408 (11%)
East Gippsland	1351 (36%)
Latrobe	1054 (28%)
South Gippsland	206 (5%)
Wellington	588 (15%)
TOTAL	3811

Our primary target demographic is Aboriginal and Torres Strait Island people over the age of 15 years; currently estimated to be 2,361.

INDIGENOUS POPULATION BY AGE IN GIPPSLAND

Age	Male (%)	Female (%)	Total (%)
0 - 14	710 (38%)	740 (38%)	1450 (38%)
15 - 24	378 (20%)	335 (17%)	713 (19%)
25 - 44	426 (23%)	442 (23%)	868 (23%)
45 - 64	306 (16%)	332 (17%)	638 (17%)
65+	56 (3%)	86 (4%)	142 (4%)
TOTAL	1876	1935	3811

Health Status

Nationwide, the life expectancy gap between Aboriginal and non-Aboriginal Australians is 9.5 years for women and 10.6 years for men. In addition, un-healthiness and death from preventable health conditions affects Aboriginal people at a far greater rate than other Australians.

The State Government's Korin Korin Balit-Djak document (page 14 & 15) outlines several key health indicators. Compared to non-Aboriginal people, Aboriginal health shows the following statistics:

- **Tobacco use is more than 3 times higher**
- **Presentations at emergency departments for alcohol-related causes is more than 4 times higher**
- **It is estimated that Victorian Aboriginal women are 45 times more likely to experience family violence**
- **Almost twice as many babies of Victorian Aboriginal mothers are born with a low birth weight.**
- **The rate of mental health-related admissions is significantly higher**
- **Aboriginal people are 3 times more likely to have diabetes**
- **Obesity rates are increasing for all Victorians but are higher for Aboriginal people**
- **41 per cent of energy intake comes from unhealthy food and drinks**
- **Aboriginal children have 1.6 times more tooth decay (aged 10 years and under)**
- **Higher mortality rates for cancer**
- **Aboriginal women are 3.9 times more likely to die from cervical cancer**

The challenge for our program is to raise awareness of health issues, encourage healthier lifestyles and annual health checks as well as minimise perceived barriers to accessing available health and treatment services in Gippsland and Melbourne.

Community Feedback

During October 2017, Community 'Think Tanks' were held in Orbost, Lakes Entrance, Sale, Morwell and Drouin. Approximately 30 people attended to discuss community health messaging, challenges in local communities and what our project may look like in the future.

Identified challenges included:

- Mental Health (general wellbeing, suicide and gambling)
- Substance abuse being seen as 'normal',
- Social disadvantage – isolation to services & affordability of 'healthy lifestyles'
- Support systems – limited, poor referrals, and lack of knowledge
- Healthy lifestyles – community don't do prevention well
- Violence within communities – includes lateral, family, & Elder abuse
- Physical activity – barriers include cost, transport, support, childcare and racism.

Participants were asked what motivates them to change their health. Being around to see children and grandchildren grow up rated highly, as did making sure their children are healthy. Being sick or seeing someone else sick has a significant impact on questioning their health behaviours.

People acknowledged that they used Facebook and the Internet to find health information as well as family / friends and the health system such as GP, Aboriginal Health Centres and Nurse on Call. Some people identified that it is often difficult to understand information from GPs who don't take the time to explain care appropriately.

It was agreed that Social Media is a good medium for many to receive health messages because "if you don't immediately take notice of the message, it stays with you subconsciously and when you see other messages in other places the same, like doctors or on TV, it starts to make you think about making changes".

People felt Deadly Gippsland general content should:

- Showcase young people and their achievements
- Promote role models – someone people know (ensure credibility)
- Share good news stories
- Use real life stories where people are honest about what they've done/been through to get where they are now ("no good telling a story that isn't clear that your diabetes, for instance, wasn't made worse by your drinking, because community knows")
- Promote and encourage links to Culture
- Promote what's on / calendar of events

Suggested Health messages included:

- Harm minimization, for example "use a straw, so sugary drinks don't touch teeth"
- When to get health checks, like Dental, Cancer Screening etc.
- Tobacco – Quit and cut back strategies, harm minimization and "don't give up giving up"
- 'Swap it' campaign

There were also many ideas on how these messages should be promoted and a full report is available on our website or by request. (<http://www.deadlysport.com.au/wp-content/uploads/Community-Consultation.pdf>)

Individuals and other organisations have also been consulted; the list is available in Appendix 1.



Community Surveys

Several Community Surveys were conducted and while response rates were low, these indicated people's feelings about the program.

In one survey, 100% of people (40) rated the page as Good or Deadly, with 90% wanting more health information, 90% more Arts, Dance & Culture and 97% wanting more information on what is happening in Gippsland Aboriginal Communities.

Another survey found that all people who responded (24) knew that the program promoted healthy lifestyles with 96% having seen a specific health campaign such as *#GetChecked*, *#DrinkWaterUMob*, *#BeSmokeFree*, *#GetActive* and *#ChooseHealthy*.

When asked if people were healthier as a result of seeing our health campaigns, responders said:

- 25% - Yes, very
- 42% - Yes, a little
- 25% - No
- 8% - No, but I tried

These figures support our formal evaluation conducted by the Australian Catholic University as discussed below.

One participant said 'Because of Deadly Sport's interaction in community across the Gippsland region I believe the Koorie community, especially the younger generation has a better handle on their health and well-being which is also having an effect on parents and families, improving community health on the whole'.

Our Impact on Health; Evaluation

The Australian Catholic University was contracted to evaluate the initial project and a final report was completed in May 2016.

The main finding was that 'Deadly Sport Gippsland' provided a useful program of activities that included capacity building, social media production and social marketing.

The report found that the program had extensive reach and was well linked within the Aboriginal communities across Gippsland.

Community members completed surveys about the social marketing campaigns (*#BeSmokeFree* and *#ChooseHealthy*) and most respondents reported that they had thought about changing their smoking or eating / drinking behaviour after seeing the campaigns and many had talked to somebody else about the campaign message.

Four of the five respondents who were smokers reported reducing or quitting smoking as a result of the *#BeSmokeFree* campaign and two fifths of the 33 respondents who had seen the *#ChooseHealthy* campaign reported changing their eating / drinking behaviour.

TABLE: Attitudinal and Behavioural effects from two social marketing campaigns

#BeSmokeFree Campaign (n=28)	#ChooseHealthy Campaign (n=33)
All of those who smoked said they had thought about reducing or quitting (5 out of 5)	61% thought about changing their drinking or eating habits (20 out of 33)
75% reported talking with somebody else about reducing or quitting smoking (21 out of 28)	Almost half reported talking to somebody else about changing their eating and drinking habits (16 out of 33)
75% of those who smoked reported reducing or quitting smoking (4 out of 5)	39% reported changing their eating and drinking behaviours (13 out of 33)

Full Evaluation Report can be found at <http://gippsport.com.au/programs/deadly-sport-gippsland/>

3. ADVICE & GUIDANCE

Our project seeks to support self-determination by encouraging community participation in all aspects of planning, development and implementation.

Reference Group

The program will explore ways of re-establishing a Reference Group without actuating an additional meeting for stakeholders. Options include ACCHO meetings, Gippsland Aboriginal Health Advisory Committee or a sub-committee of the Gippsland Aboriginal Outcomes Committee.

Re-establish a **Reference Group** to ensure stakeholder input

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Determine a 'best model' and re-establish a Reference Group	DHHS, GAHAC & ACCHOs	Established	Oct 2018

Cultural Advisory Group

Sharing culture and building connections is of significant importance within the Aboriginal communities of Gippsland.

Central to our participation in cultural activities will be the establishment of a Cultural Advisory Group who will advise and monitor our activities and ensure we are culturally appropriate.

Elders and key people will be involved in monitoring Deadly Gippsland to ensure culture is represented appropriately as well as seeking opportunities to increase cultural content on social media and within the broader community.

Establish a **Cultural Advisory Group** to guide the cultural safety and explore ways to share cultural information

This group will aim to meet face-to-face, but will also explore ways of supporting Elders to access online tools such as Facebook groups and video conferencing to guarantee representation from across Gippsland and reduce the burden of travel.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Establish operational framework	LANS & DHHS	Framework	April 2018
Investigate honorariums for participation		Budget	March 2018
Seek EOI for Cultural Advisory Group		EOIs	May 2018
Appoint Advisory Group members that are representative of Gippsland		Members	July 2018
Develop Terms of Reference	Advisory Group	ToR	Oct 2018



Partnership Agreements

Partnerships with local community groups and Aboriginal Community Controlled Health Organisations (ACCHOs) are imperative to the success of the program and the vision of being shaped and directed by community.

Build robust, sustainable relationships that collaborate on all aspects of this plan

Organisation	Type	Date Signed	Review Due
Moogji Aboriginal Council	MOU	10/10/2017	30/6/2018
Ramahyuck Aboriginal Council	MOU	10/11/2017	30/6/2018
Lakes Entrance Aboriginal Health Service	MOU	15/12/2017	30/06/2018
Lake Tyers Children Health Services	MOU	DRAFT	
Gippsland and East Gippsland Aboriginal Cooperative	MOU	DRAFT	
VACCHO	MOU	To be developed	
Victorian Local Aboriginal Network	MOU	To be developed	
Budjeri Napan	Agreement	To be developed	
Kurnai Nations	Agreement	To be developed	
Gippsland Tobacco Action & Healthy Lifestyle Team	Agreement	7/2/2018	30/6/2018
East Gippsland Aboriginal Health Consortium; Djillay Ngalu	Agreement	21/12/2017	30/6/2018

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Establish MOUs and Agreements that support program delivery.	ACCos	MOU	June 2018
Monitor & review MOUs	ACCos	MOU	July Annually

Our program is a leader in collaborative participation



4. COMMUNICATION STRATEGY

This program uses Social Marketing to effectively engage with our communities through content people want to see such as Sport, Arts and Community information with the focus on influencing people to make healthy lifestyle changes for themselves and their families.

Implement a comprehensive Communications Strategy

This communication strategy will reach and engage our communities and identify opportunities to promote health messages.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Remain connected to community to identify opportunities for stories, news and event promotion		Fans, Reach & Engagement	Ongoing
Investigate opportunities for partner agencies to share important information and content.	LANs & ACCHOs	Agreements	Ongoing

FANS – 2788*
1 November 2017

REACH – 2430
Average Daily between 1/7/16 – 30 /6/17

ENGAGEMENT – 179
Average Daily between 1/7/16 – 30 /6/17

Facebook

Facebook is the primary social media channel used to reach our communities and the page has 2788 Fans and reaches over 2000 people daily.

Our Fans consist of 62% women and 37% men with the largest age bracket being 25 to 44 years of age (see figure 1 below).

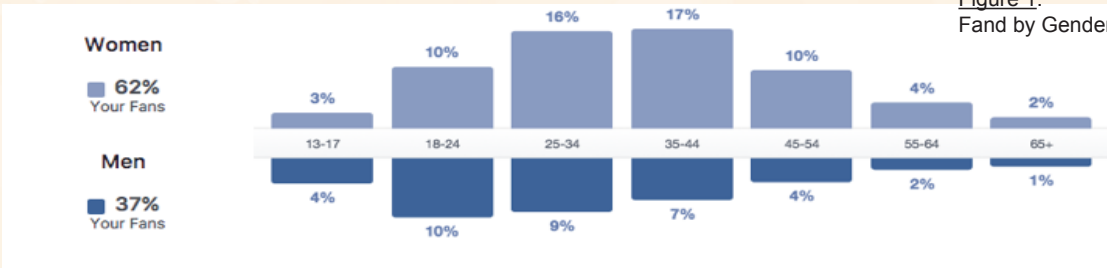


Figure 1: Fan by Gender & Age

Facebook insights, based on self-reporting, provide a break down of Fan locations across Gippsland (see Table 1 for top 10 locations).

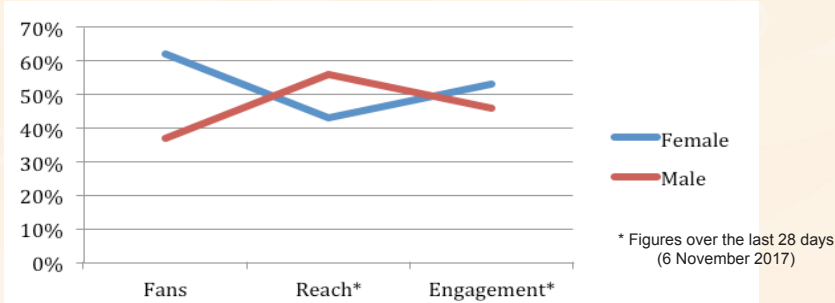
Facebook reach and engagement is the best indication content is being seen and is relevant. As people like, share and comment on page content, more people will be reached by that content through Facebook’s complex algorithms. Generally, Facebook rates engaging content higher and distributes that and subsequent content, further.

Whilst women are our most represented Fans, reach can vary dependent on content. For example, during October reach was male dominated (58%) following live streaming of the 2017 NAIDOC Football Netball Carnival featuring male players. This gender balance is shown below across Fans, Reach and Engagement during a 28-day period, up to 6 November 2017.

Table 1: Fans by Locations (@ 6/11/17)

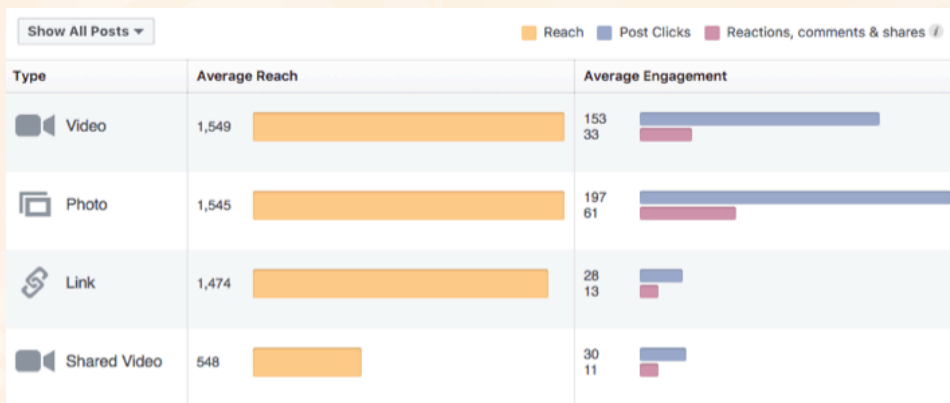
Location	Fans
Bairnsdale	304
Traralgon	159
Morwell	114
Sale	112
Lakes Entrance	68
Drouin	64
Moe	61
Warragul	46
Paynesville	41
Orbost	31

Figure 2: Reach & Engagement by Gender



Video and photos lead the way with the highest reach and engagement (Figure 3). More work could be done with memes and infographics to ensure health messages are better embedded into our photos.

Figure 3: Reach and Engagement by Post Type



ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Maintain a Social Media schedule to coordinate content delivery		Posts, Reach & Engagement	Review Quarterly

Facebook Groups

Facebook groups provide an opportunity for collaboration, discussion and sharing of documents and resources. Groups can also limit what non-members can see to ensure privacy.

Facebook Groups will be established to:

- Share and discuss key interests across the region (eg. Arts, Sport, Health etc.)
- Support collaboration for advisory and working groups (eg. Cultural Advisory Group, Health Campaigns etc.)
- Support self-help campaigns (eg. Quit)

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Establish a range of Facebook Groups	Community Agencies, ACCOs	Members Participation	Ongoing

Online Community Meetings

Gippsland covers an area of 41 556 sq. km., includes 6 LGAs and cost, time and travel associated with meeting face-to-face can limit the ability to work collaboratively.

Deedly Gippsland will provide opportunities to link community with regular online meetings and video conferencing. These could be used to facilitate discussions around carnival teams, for example.

We are aware of the technology barriers that may exist and will ensure support and training to allow people equitable access to join these online meetings.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Investigate the use of online meetings to support community collaboration		Participation	Ongoing
Provide support and training for use in online meeting technology.	ACCOs, VACCHO	Participation	Ongoing

Video (Facebook & YouTube)

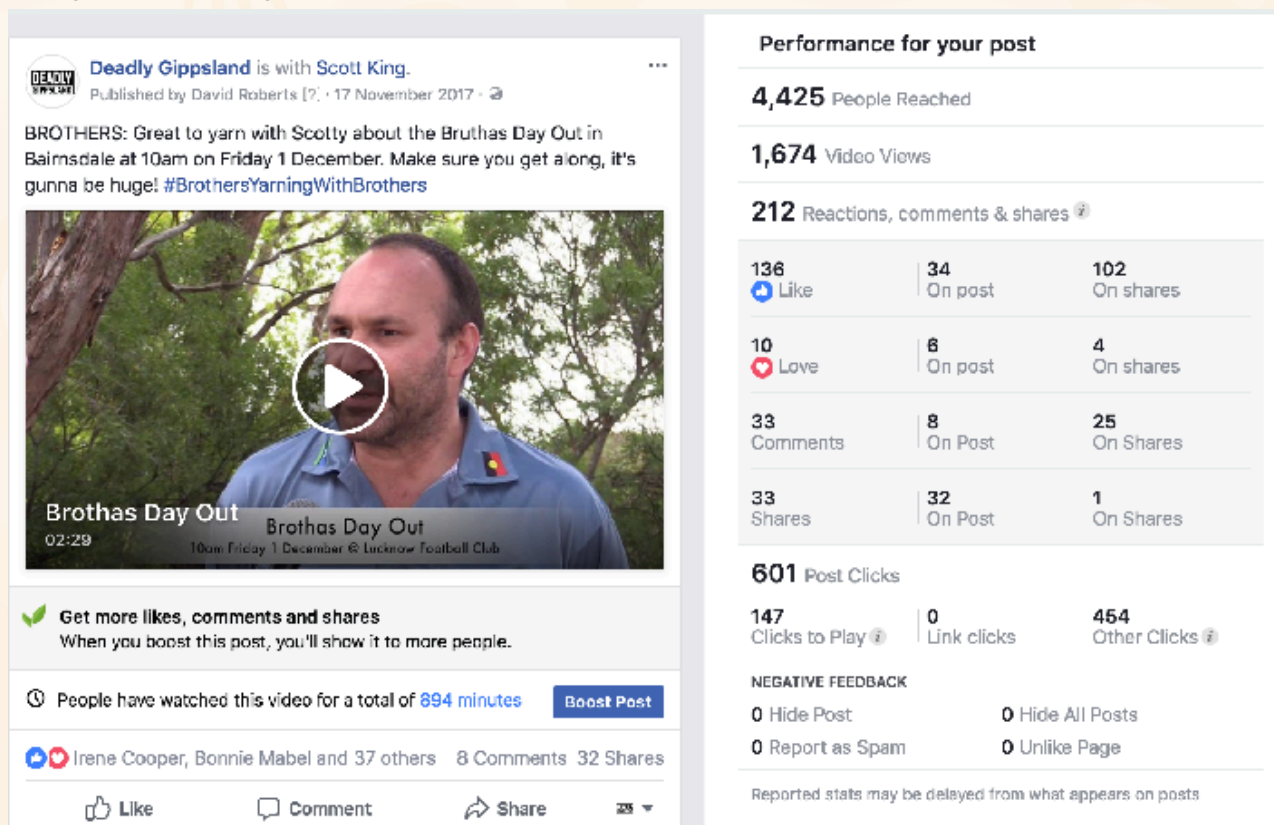
Video has and will remain a key strategy to share information, promote events and disseminate health information.

During the 2016/17 financial year, we produced 140 Facebook videos with 157,489 views and 62 YouTube Videos with 14,880 views. The most viewed video on Facebook was about the Yarram Indigenous Round (6,475) and the most watched on YouTube was about using Champix to quit smoking (4,345).

Generally videos provide higher reach and engagement than other Facebook content, especially when they feature a young person's achievement or a community event.

The example (below) shows the statistics of a video promoting a Men's Health Day with local identity Scotty King. Within 4 days, the video had reached 3690 people, been viewed 1347 times, shared 29 times, and had 100 likes and 28 comments. Facebook insights also show that the video is most popular with men aged 35-44 years, which is the intended audience.

Figure 4: Video insights (Jan 30, 2018_



ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Produce regular videos featuring local content		40 Videos, Reach & Engagement	Weekly
Increase content from the community through Community Reporters	Community		
Investigate use of outsourcing feature videos to local production companies	Production Companies	Feasibility Report	March 2018

LIVE Video Shows

Between October 2016 and May 2017, 22 Live Video Shows were produced with an average audience of 420 people, the largest reaching over 1000 views. The Live Shows remain on Facebook after being streamed and the majority of views come from people watching in following days.

Shows will incorporate:

- Health Campaign Messaging
- Events, activities and news
- Community Recognition

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Produce regular Live Shows	LANs & ACCHOs	40 Shows, Content, Reach & Engagement	Weekly

Social Media Channels

While Facebook is the primary focal point for our program, we will continue to monitor and investigate other social media channels to ensure we operate where people gather and interact. These may include, but are not limited to, Instagram, Twitter & SnapChat. For example a health campaign that targets young people may be more beneficial to operate on SnapChat.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Monitor and maintain a presence on social media channels such as Twitter, Instagram & SnapChat		Reach & Engagement	Ongoing



Competitions, pledges and challenges

Competitions are a great way to encourage participation, build engagement and obtain user-generated content such as videos and photos. Competitions also provide an opportunity to measure healthy behavior change and test people's knowledge of a campaign.

Competitions have included:

- Photo competitions (e.g. #DrinkWaterUMob – over 40 photos recieved)
- Video competitions (e.g. #YarnMyJourney – 4 videos, including 2 from Elders)
- Polls
- Nomination Challenges (e.g. #PlankOut4Ten had 25 people/groups participate with 299 videos and 33787 views in the first 10 days)
- Change your Profile Picture (e.g. 23 people used “get well, live well - #GetChecked frame)
- Apps for challenges (e.g. Map my Walks – 20 people participated)
- Pledges (e.g. #BeSmokeFree received 17 pledges in May/June 2017)

Incentives and prizes will be used as a key strategy to increase participation and engagement.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Conduct monthly competitions, pledges and challenges	Health Organisations	Reach & Engagement	Monthly
Obtain prizes (eg. signed memorabilia, tickets etc.)	State Sporting Associations, Teams, and Health Organisations	Number	Ongoing
Allocate \$100 per month for prizes		Budget	Annual

Website, Calendar & Blog

Keeping informed of important community activities can be a difficult task, especially when numerous messages, from a variety of sources, in a range of formats, are recieved on a daily basis.

During 2016/17 our website had 11 082 page views, 557 calendar impressions and averaged 43 people reading our weekly blog. Information on the website was promoted on social media, but the site lacked a sense of community appeal and was cumbersome for staff to research and find community events with which to populate the calendar.

The proposed Online Community Hub will replace our website and will feature user-generated content to better engage community. This will be a key component of our communications strategy and will be promoted across social media channels.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Develop the Online Community Hub & Calendar (see page 24) for more detailed actions	LANS, ACCOs	Analytics	July 2018



Newsletter

Currently our electronic newsletter has 239 subscribers and provides a connection for those who don't have or are less active on social media.

The newsletter is delivered regularly and provides links to social media activities and information on the online community hub, such as upcoming events, blogs, forums and videos.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Continue to produce regular newsletters		20 per year Open Rate	Ongoing
Develop strategies to grow subscriptions	LANs & ACCOs	Mailing List	Ongoing

Community Channels

With our strengthened partnerships across Gippsland there are opportunities to share key information and health messaging through partner organisations' communication channels.

A key action will be to prepare and distribute health information in a format that can be used in organisations' newsletters, website and noticeboards. In future, this may also include displaying content on waiting room TVs and providing Tablets at ACCHOs so people can access our online content.

Organisation	Facebook	Website (News or Blog)	Newsletter	Community Noticeboard	Waiting Room Tablet	Waiting Room TV
Moogji	Page	Yes	Mail	Reception		Yes
Ramahyuck (Sale)	Page	Yes	Mail	Multiple		Yes
Ramahyuck (Drouin)	Page	Yes	Mail	Reception		Yes
Ramahyuck (Morwell)	Page	Yes	Mail	Reception		yes
GTA&HLT	Page	Yes	-	-		-
LEAHA	Group	-	Mail	Reception		Yes
Budjeri Napan	Group	-	-	Yes		-
LANS (East)	Page	-	Email List	-		-
LANS (Central)	Group	-	Email List	-		-
Gathering Place	Page	-	-	Venue		-

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Prepare and distribute campaign messaging	ACCOs, Health Services	Frequency	Commencing July 2018
Investigate provision of Tablets for ACCHO waiting rooms	GPHN, ACCHOs	Tablets	Commencing July 2018
Investigate feasibility of producing video content for waiting room displays / TVs	ACCHOs	Findings	July 2019

Merchandise and Signage

Merchandise provides a recognisable connection to health messages and can encourage community participation in activities. Shirts, sun smart hats, drink bottles, car signage and banners all help reinforce messages outside of social media.

During our initial phase 100 drink bottles, hats, bags and shirts were purchased and distributed. These items provided high visibility of campaign health messages and were well received within the community, especially shirts.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Develop merchandise and signage to promote the program, funding agency and key messaging	DHHS Health Agencies	Merchandise	July 2018

5. HEALTH

Health Campaigns

The core focus of our program is to encourage people to get well, stay well and live well through delivery of coordinated health campaigns that encourage positive shifts in community health attitudes and motivate individuals for sustained health behaviour change.

Deliver Health Campaigns that shift community attitudes and encourage healthy lifestyles

All health campaigns will promote awareness of services and have a call to action.

The level of engagement from key stakeholders will determine the length and detail of each campaign.

Through community feedback and discussions with key stakeholders, major campaigns for 2018 – 2021 are:

- Tobacco
- Physical Activity
- Hospitals
- Health Checks
- Nutrition / Healthy Eating
- Family Violence
- #DrinkWaterUMob

Major campaigns will be implemented across a 2-3-month period and be co-designed with state-wide and local agencies.

Major campaigns will include:

- Health Campaign Plan (see sample - appendix 2)
- Daily Plan of key messages (see sample - appendix 3)
- Facebook posts per week featuring messages from peak health body and utilising local images, photo's, meme's or infographics (see sample - appendix 4)
- Commercials placed before any videos during the campaign time
- Messaging on Online Hub (Website & Calender)

Major Campaigns may also include

- Weekly video with a local health worker or Health Warrior
- Campaign Posters
- Competitions (photo, video, design, comments etc.)
- Pledges (eg. Quit)
- Promotion of community activities, events or programs relevant to campaign
- Facebook Groups (eg. Men's Support Group, Healthy Cooking etc.)

Supporting campaigns will run up to 4 weeks, be less detailed, and will focus on specific health days or weeks such as World Cancer Day, R U OK Day or Dental Health Week.

Supporting campaigns include:

- Cancer
- Sexual Health
- Oral Health / Dental
- Mental Health
- Children's Health
- SunSmart

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Identify partners and develop MOUs	State and local Health Agencies, ACCOs	MOUs	Ongoing
Co-design health campaigns and develop strategies	State and local Health Agencies, ACCOs	Documents	Ongoing
Implement Health Campaigns	State and local Health Agencies, ACCOs	Evaluation	Ongoing



PROPOSED CAMPAIGN SCHEDULE (subject to partnership agreements)

2018	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Tobacco												
Physical Activity												
Hospitals												
#DrinkWaterUMob												
Cancer												
Health Checks												
Children's Health												
Mental Health												
SunSmart												

2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Health Checks												
Healthy Eating												
Family Violence												
#DrinkWaterUMob												
Tobacco *												
Sexual Health												
Cancer Screenings												
Oral Health / Dental												
Children's Health												
Mental Health												

2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Healthy Eating												
Physical Activity												
Tobacco												
Sexual Health												
Cancer Screenings												
Oral Health / Dental												
#DrinkWaterUMob												
Children's Health												
Mental Health												

2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Tobacco												
Physical Activity												
Hospitals												
#DrinkWaterUMob												
Cancer												
Health Checks												
Children's Health												
Mental Health												
SunSmart												



Health Warriors

Anecdotal evidence suggests that health messages have more meaning for Aboriginal people when local people in local settings are utilised.

Establish a team of Health Warriors

Health Warriors demonstrate healthy behaviours, have made achievements in improving their own health and are passionate about a cause.

Health Warriors will be utilised to promote major health campaign messages through photos, posters and videos. They may be involved in co-design of campaigns, distribution of merchandise and active promotion of the campaign.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Conduct pilot of Health Warriors for Quit Campaign, including selection, roles and evaluation.	GTA&HLT, Quit, CCV, Health Warriors, Cultural Advisory Group	Report	Feb – July 2018
Finalise role descriptions, selection process, and agreements	Cultural Advisory Group, Reference Group, Elders, Health Partners	Documents	July 2018
Call for nominations Warriors for Health Campaigns	ACCOs, Cultural Advisory Group & Community	Number	Ongoing

Health Agencies

Many people are uncomfortable seeking medical help at hospitals or general practices and consequently fail to obtain primary health care.

Promote Health Agencies, services, programs & staff

Promoting Health Agencies, ACCHOs and program staff will improve knowledge and connection to services.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Promote health services in line with health campaigns, including videos and social media content.	ACCHOs & Health Agencies	Number	Ongoing
Develop a regular 'yarning with staff' video segment	ACCHOs & Health Agencies	30 profiles Reach Views	Commencing Feb 2018
Evaluations	Health Agencies	Feedback	July Annually



Health Partnerships

Community health outcomes are improved through coordinated health campaigns that ensure consistent and reinforced messaging.

Partnerships with state and national health organisations will provide access to Health Campaigns that are tested and easily recognisable. ACCHOs will provide local knowledge to inform, co-design and integrate services into health campaigns.

Establish partnerships to co-design health campaigns and maximise health outcomes

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Finalise MOU agreements with current partners	CCV, VACCHO, ACCHOs	MOUs	March 2018
Continue to identify partnership opportunities	Hospitals PCPs, Health Services, GPHN	New MOUs	Ongoing
Co-design Health Campaigns	Partners	Documents	Ongoing
Review Plans	Partners	Re-signed	July annually
Evaluation	Partners	Evaluation Tool	July 2019



Strengthened health messaging and integration of service delivery

6. COMMUNITY

Online Community Hub & Calendar

Keeping informed of important community activities can be a difficult task, especially when numerous messages, from a variety of sources, in a range of formats, are received on a daily basis.

The online community hub will provide a central, coordinated website to find and rediscover important information that is provided by community for community.

The Online Hub will include:

- Calendar (events, activities and meetings)
- Community news
- Health messages
- Directory of services (eg: Black Pages, Ask Izzy),
- Newsletters
- Bulletin boards

The Hub will be built around user-generated content where agencies and community members will be encouraged to add events, write blogs and participate in online discussion groups.

A working group will be established with members from:

- Deadly Gippsland
- Local Aboriginal Networks
- Aboriginal Community Controlled Health Organisations in Gippsland
- Gippsland Primary Health Network
- Community Members

Develop an **Online Community Hub & Calendar** that connects community, promotes key information and features user-generated content

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Facilitate working group to guide development		Membership / Minutes	February 2018
Develop model & specifications for Online Hub	Working group	Documented	February 2018
Recommend appointment of Web Developer	Working group	Appointment	February 2018
Establish guidelines and processes for moderating user-generated content	Working group	Documented	March 2018
Calendar and Online Hub test phase	Working Group	Completed	May 2018
Initial entry of events	Working Group	Number	May 2018
Provide face-to-face training	LANs, ACCOs	Number of sessions	June 2018
Create online help and video training		Developed	June 2018
Official Launch	Working Group	Completed	July 2018
Promote Calendar and online hub	Working Group	Activities	Ongoing
Populate Calendar	Agencies & Community	Number of events entered	Ongoing
Identify ongoing management, moderation and resourcing	Working Group	Report	Annual



Community Awards

Acknowledging achievement is vital to building community pride and valuing individuals.

Promote community and individual achievements

A structured awards program will provide opportunities to identify positive content, recognise achievement and provide a vehicle to reach more people on social media.

Past examples have demonstrated significant reach and prompted a range of positive comments.

Nominations could include:

- Achievement at School, Work, Sport, Arts, or Community
- Making a positive change to health (drinking water, physical exercise etc.)
- Role Models
- Quiet achievers

Awards nominations will also provide positive content to promote health messaging.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Investigate opportunity for awards to be sponsored	Health Agencies	Sponsorship	May 2018
Investigate prize options and merchandise	Health Agencies	Sponsorship	May 2018
Develop Award Criteria & nomination process	Reference group, LANs, ACCOs	Document	May 2018
Promote Awards		Reach / Impressions	June 2018
Award Monthly Winner		Nominations	Commencing July 2018



***A well informed
Community
that actively
participates
and values
achievements***



***Increased community events
with healthy lifestyle messages***



Sponsorship Program

The provision of sponsorship is important to ensure events are financially viable. Gathering people together connects community and supports community wellbeing. Events also provide content for social marketing and financial support ensures inclusion of health messaging.

\$100,000 in sponsorship and grants was distributed to 58 community projects across the first 3 years.

It is proposed that the sponsorship program be re-established with a budget of \$35 000 available each year for dissemination.

Suggested allocation of funds:

- \$20 000 annually to increase the number of sporting, recreation, arts and cultural events in Gippsland
- \$9 000 annually to support representative teams to attend Carnivals
- \$6 000 annually to support and expand the Indigenous Rounds in Gippsland

Successful applicants will:

- Restrict the consumption of Alcohol and the use of Tobacco
- Provide a safe, drug-free environment
- Provide free water and reduce exposure to sugary drinks
- Ensure key health messages are displayed on marketing material and merchandise
- Include Health Campaign messaging in promotion, displays and activities

Re-establish a sponsorship program that supports sporting, recreation, arts and cultural activities and promotes health campaigns

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Review and develop grant guidelines, timelines, approval processes and acquittals.	Reference Group	Documented	August 2018
Announcement of new grants program		Launch	September 2018



7. SPORT

Deadly Sport Gippsland

Sport provides a strong focus for our communities, especially around events, carnivals and individual achievements. Participating in sport provides individuals with significant health and wellbeing benefits.

Deadly Sport Gippsland has used sport to engage with community and promote healthy lifestyles.

The link with GippSport ensures strong connections with local, state and national sporting organisations and increases opportunities for our communities.

The program will continue to leverage sport to engage with the community through stories on sporting events and individual achievements and opportunities to be involved.

Deadly Gippsland will continue to connect people to facilitate collaboration and sporting opportunities.

Link community with the sport & recreation sector and promote opportunities for participation

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Identify opportunities and produce Sport and Recreation video content	Community Reporters	Videos	Ongoing
Manage Deadly Sport Gippsland Facebook Group	GippSport, LANs & Budjeri Napan	Members	Ongoing
Promote events, teams and opportunities to participate in sport and recreation	GippSport, LANs & Budjeri Napan	Documented	Ongoing
Connect community with sports organisations	GippSport, LANs & Budjeri Napan, SSAs, local clubs, associations and leagues	Feedback	Ongoing

Increased participation in Sport



Indigenous Rounds

Indigenous Rounds are a great opportunity to highlight the contribution that Aboriginal people make to sport, their community and the wider community. They also provide opportunities to build positive relationships and reduce racism.

Support and encourage sporting clubs to host annual Indigenous Rounds

Indigenous Round games are increasing in regional areas and over the past 2 years, our program has provided funding to 25 events to support the inclusion of cultural activities such as Welcome to Country, Smoking Ceremonies, arts activities or dance performances.

An Information and Resource Kit was developed and circulated to all Gippsland clubs in 2017. The kit provides a framework for clubs to consider when planning and delivering their events in a culturally appropriate manner.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Support and encourage community members to discuss Indigenous Round with their clubs	ACCOs	Number of Events	February Annually
Encourage Clubs to hold Indigenous Rounds	GippSport, SSAs	Number of Events	March Annually
Assist Clubs to link with their Aboriginal community	Clubs, ACCO & Cultural Advisory Group	Number of Events	Ongoing
Update and distribute Indigenous Round Kit		Kit available	March Annually
Promote grant opportunities to clubs and local communities	GippSport	Number	As available
Produce videos promoting local events, sports people and stories		Number	Ongoing

Sport & Recreation Officer

Building on our current achievements, there is an opportunity to partner with Budjeri Napan Sports Committee to seek funding to employ an **Aboriginal Sport and Recreation Officer**.

Seek funding for an Aboriginal Sport & Recreation Officer and program expenditure

Responsibilities should include:

- Develop and conduct sporting events & programs
- Support individual and team participation in local competitions
- Support the coordination of regional teams for participation at sports carnivals
- Develop strategies to minimize barriers to participation
- Support Clubs to provide more opportunities to participate
- Develop and support local Sports Committees across Gippsland
- Ensure sporting clubs are more inclusive
- Liaise with State Sporting Associations on delivering inclusive programs
- Investigate opportunities to deliver Health and Fitness programs

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Develop funding proposal and seek funding	Budjeri Napan	Funding	Ongoing



8. ARTS

Deadly Arts Gippsland

Like sport, participation in the arts can have a significant impact on health and wellbeing as well as strengthen communities.

Deadly Gippsland will develop a range of content on the Arts (including theatre, dance and music), promote events, showcase programs and profile local artists.

A Facebook group will be established to connect people with the purpose of identifying opportunities to work collaboratively on arts projects and initiatives.

Raise the profile of the arts within the community to increase participation

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Manage Facebook Group - Deadly Arts Gippsland	LANs, ACCO	Completed	January 2018
Seek community content for social medi posts and video	LANs, ACCO	Content	Ongoing
Incorporate more Arts into Deadly Gippsland content, including inhouse video production	Community Reporters	Stories	Ongoing
Develop partnerships with Arts organisations	Aboriginal Arts organisations, Art Galleries, Theatre Gippsland, Creative Gippsland, Local Government, Education & VicHealth		Ongoing
Actively promote Arts events, programs and activities	Community Reporters	Number	Ongoing

Arts Officer

The employment of an Arts Officer will facilitate and strengthen opportunities for community participation in the Arts.

Responsibilities should include:

- Develop and conduct arts programs
- Seek opportunities to raise the profile and grow arts opportunities
- Support and promote individual artists
- Support inclusion and representation in mainstream arts
- Develop and support local arts initiatives
- Liaise with State Arts Organisations to deliver local programs
- Develop and strengthen partnerships with Arts Stakeholders

Seek funding for an Aboriginal Arts Officer and program expenditure

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Seek partners to deliver Arts program and/or employ worker	Local Government (Theatre / Art Galleries), Local Arts Organisations, Education	Partners	Ongoing
Develop funding proposal and seek funding		Budget	Ongoing



9. CAPACITY BUILDING

Organisational Support

Social media continues to grow as an effective communication tool and our long-term goal is that ACCOs will be in a position to develop their own communication channels, produce content and effectively use available technologies to promote their organisations and programs.

Many organisations have expressed concerns about the real and perceived risks associated with social media and Deadly Gippsland will provide training, policy development and support.

Provide training and support to ACCOs in communication strategies and Information Communication Technology

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Provide 1-to1 training and support to ACCOs on Social Media, electronic newsletters, event promotion and video production using mobiles		Number	As agreed
Support ACCOs to develop Social Media Policies and Communication Strategies	VACCHO	Number	Ongoing
Provide Training sessions on Social Media and Event Promotion	VACCHO & Social Media Agency	Number	March 2018
Support and assist ACCOs to produce videos	Community Reporters	Number	Ongoing

Community Reporters

Ensuring Deadly Gippsland content is representative of the whole region and engages as many people as possible is difficult with current staffing levels, particularly during such times as NAIDOC Week where events occur at similar times across the region.

Recruit, train and mentor a team of community reporters

Community Reporters will be community members who have expressed an interest and undertaken training on producing page content. Reporters will prove invaluable connections to local knowledge.

These roles will assist people to develop skills and potentially gain employment.

ACTIONS	POTENTIAL STAKEHOLDERS	MEASURE	TIMELINE
Deliver training and information sessions to recruit Community Reporters	ACCOs	Number	June 2018
Develop guidelines for Honorariums	Advisory Group	Documented	June 2018
Prepare Agreements, Roles & processes		Documented	July 2018
Mentor and support Community Reporters		Feedback	Ongoing





10. BUDGET & STAFFING

Through the State Government Koolin Balit Strategy the program has been funded with 2 EFT positions, a Manager & Digital Journalist and a Project Officer who has largely focused on community development and engagement.

To fully realize this plan, additional funding would be required to expand the program and to meet current skill deficits, namely health promotion and campaign development. A Health Promotion position would ensure appropriate health messaging was embedded more strongly into Deadly Gippsland activities, create stronger partnerships with national, state and local health agencies, and most importantly test and formulate health campaigns that would be culturally appropriate and would positively impact the lives of Aboriginal people in Gippsland.

The program would also maintain at least one identified Aboriginal position.

Core Staffing

Role	Description	Suggested EFT
Management	<i>Oversee program development and governance</i>	0.25
Graphic Design & Video production	<i>Develop branding and graphic content Film, edit and produce videos</i>	0.5
Social Marketing	<i>Drive social media engagement and organise merchandise and marketing materials Utilise health messaging to formulate marketing and advertising</i>	0.5
Community Development	<i>Support community development activities, build and maintain partnerships, maintain community connections</i>	0.75
Health Campaign Development	<i>Co-Design health campaigns and key messaging with state and local health agencies</i>	0.5
Training	<i>Provide training and support to ACCOs Recruit, train and mentor Community Reporters</i>	0.5
	TOTAL	3.0

As identified in this plan, funding will also be sought to expand our presence in the Sport and Arts areas. This funding may be sourced from alternative funding providers, such as Sport and Recreation Victoria and VicHealth.

Additional staff

Role	Description	Suggested EFT
Sport & Recreation Officer	<i>Develop and conduct sporting activities Increase participation (see page 28)</i>	1.0
Arts Officer	<i>Develop and conduct arts programs (see page 29)</i>	1.0
	TOTAL	2.0

Alternative Model

Should funding be reduced, it would be difficult to employ a person with the breadth of skills required to operate the program and the focus of a single worker would need to be on partnerships, community development and campaign management.

Video production and graphic design could be outsourced with appropriate funding as well as the possibility of building the community reporter concept, however this would require intensive resources to recruit, train and support. Using a variety of video production agencies may reduce the connection and rapport that has been built with communities across Gippsland.

Campaign development and health messaging could also be delivered by State Health Organisations as guest administrators of our social media channels. The result however, will be a reduction of local content which may affect our connection with Gippsland communities resulting in less effective health messaging.

APPENDICES

- APPENDIX 1 – COMMUNITY CONSULTATIONS
- APPENDIX 2 – HEALTH CAMPAIGN PLAN (SAMPLE)
- APPENDIX 3 – #DrinkWaterUMob Social Media DAILY Plan (SAMPLE)
- APPENDIX 4 – WEEKLY SOCIAL MEDIA SCHEDULE (SAMPLE)

APPENDIX 1 – COMMUNITY CONSULTATIONS

Community meetings

- Orbost @ Moogji
- Lakes Entrance @ LEAHA
- Sale @ Ramahyuck
- Morwell @ Morwell Bowls Club
- Drouin @ Ramahyuck

Gippsland Organisations

- Moogji
- LEAHA
- GEGAC
- Ramahyuck
- Lake Tyers Children's Services
- Lake Tyers Aboriginal Trust
- Gippsland Tobacco Action & Healthy Lifestyle Team
- East Gippsland Aboriginal Health Consortium, Djilllay Naglu
- Budjeri Napan Sports Committee
- Kurnai Nations
- LANS – East Gippsland & Central
- Department of Education - KESOs

Statewide Organisations

- Cancer Council Victoria
- VACCHO Nutrition Team

Community Members

LIST CAN BE PROVIDED

APPENDIX 2 – HEALTH CAMPAIGN PLAN (SAMPLE)

HEALTH PRIORITY:	Tobacco Cessation
OBJECTIVE:	Reduce the rate of tobacco use <ul style="list-style-type: none"> - Increase the number of Quit attempts - Reduce uptake of smoking (children & youth) - Reduce Children's exposure to passive smoking - Reduce rate of Pregnant women smoking
CAMPAIGN TIMEFRAME:	May to July each year World No Tobacco Day – May 31
BACKGROUND:	
TARGET:	<ol style="list-style-type: none"> 1. Current Smokers 2. Young people not taking up smoking 3. Smoking around Children 4. Pregnant women
SLOGANS:	Kick the Butt #BeSmokeFree
IMPACTS:	What will the outcomes of the campaign be? EG. Attendance at ACCHOs, Increased Health Screens etc.
PARTNERS:	Aboriginal Quitline Gippsland Tobacco Action & Healthy Lifestyle Team Kick the Butt
RESOURCES:	
MERCHANDISE:	Gippsland Tobacco Action & Healthy Lifestyle Team
KEY ACTIONS:	Health Warriors – Posters, Videos etc. Re-Share the series of "How to" videos produced Social Media Posts Develop Daily Social Media Messaging

1. AUDIENCE:		Current Smokers		
OBJECTIVE		Cut back or quit		
OUTCOME	MESSAGES	CALL TO ACTION		ACTIVITIES
Increase engagement with Tobacco Cessation Support	Smoking is harmful Feel better Have more energy	Call Aboriginal Quit line Call GTA&HLT Visit ACCHO		10 second adverts in all videos Weekly Video Interviews with staff and services Video stories of successful community & those on quit journey Memes/infographics Social Media posts
	Pick 31/5 to quit or cut back	Pledge online to quit		Promote Website & Pledge
	Support each other Health professional support	Join Support FB Group		Facilitate and promote an online Support Group on Facebook for 8 weeks Recruit Health Professional/s to support group (weekly video message)
	Support others to quit	Pledge		Video interviews / messages

2. AUDIENCE		Young people not taking up smoking		
OBJECTIVE		Don't Start Smoking		
OUTCOME	MESSAGES	CALL TO ACTION	PARTNER	ACTIVITIES
Build awareness of risks	Play sport more easily	Call the Aboriginal Quitline		Short interviews with community Interviews with service providers
	Save money	Call GTA&HLT		Snapchat & Instagram anti-smoking campaign
	Youth competition	Enter competition	KESO	Get youth to make their own 'anti-smoking' videos competition – prizes \$

3. AUDIENCE:		Smoking around Children		
OBJECTIVE:		Minimising Risk to Children through passive smoke		
OUTCOME	MESSAGES	CALL TO ACTION	PARTNER	ACTIVITIES
Modified behavior around children, Don't smoke around children	Children copy our behaviours	Don't smoke around children		10 second commercials Memes/infographics Social Media posts

4. AUDIENCE:		Pregnant Women		
OBJECTIVE:		Improve birth weights and infant mortality rates		
OUTCOME	MESSAGES	CALL TO ACTION	PARTNER	ACTIVITIES
Women reduce or stop smoking while pregnant	Dangerous to your unborn child	Call Aboriginal Quitline Call GTA&HLT Visit ACCHO		10 second commercials MEMEs/infographics Social Media posts

APPENDIX 3 – #DrinkWaterUMob Social Media - Daily Plan (SAMPLE)

DATE	MESSAGE	VISUAL / LINK
4/9/16	Join us for SIPtember and receive a deadly #DrinkWaterUMob drink bottle! Simply post a selfie on wall of you drinking water, be creative and use the hashtag #DrinkWaterUMob! Limited to the first 30 people so be quick!	PROMOTED Photo of team drink bottles
6/9/16	#ChooseTap - Water is FREE to refill. Why spend \$\$\$ on drinks that are full of sugar and calories #DrinkWaterUMob PHOTO Credit: ???	SHARE A PIC posted on Wall!
7/9/16	Did you know Australia is in the TOP 10 Countries (per capita) for consumption of soft drink! #ChooseTap instead – it's a better choice and it's FREE to REFILL #DrinkWaterUMob	
8/9/16	SHARE VACCHO Video	VACCHO Video
9/9/16	Don't forget to get your pictures in this weekend of you drinking water! First 30 pics get a free #DrinkWaterUMob Drink bottle!	SHARE A PIC posted on Wall!
10/9/16	Remember our Coke and Water Experiment? Why would you drink sugary drinks when water is free?	SHARE Coke & Water Experiment video
11/9/16	Sugar sweetened beverages are high in kilojoules, leading to weight gain and obesity! Water has no sugar and no kiljoules. #DrinkWaterUMob – It's the better choice!	
12/9/16	Sugary drinks increase your risk of type 2 diabetes by 22%. #DrinkWaterUMob – It's a better choice.	
13/9/16	Drinking a can of soft drink a day will significantly increase your risk of tooth decay! DrinkWaterUMob – it has no acid and it's free. PHOTO CREDIT: Name??	Share Picture
14/9/16	Why would you drink 16 teaspoons of sugar? Water has no acid, no sugar, no kiljoules. #DrinkWaterUMob – it's a better choice!	Graphic – Rethink Sugary Drinks Website.
15/9/16	How far would you have to walk to work off the calories in your sugary drinks? Check out the Drink Calculator below. #DrinkWaterUMob	
16/9/16	Want to know more about Sugary drinks in our communities? Check out rethinksugarydrinks.org.au/koori	
17/9/16	Water is naturally the best way to rehydrate! No sugar and No calories #DrinkWaterUMob – it's a better choice	
19/9/16	Children dehydrate quickly. Start good practices early and develop lifelong habits. #DrinkWaterUMob PHOTO CREDIT: ??	Share Pic
20/9/16	Don't wait to be thirsty, drink water regularly to improve performance. #DrinkWaterUMob	Sport Pic
21/9/16	Up to 70% of our body is made up of the stuff. Water is vital to our health. #DrinkWaterUMob	
22/9/16	Your body cannot store water; it needs fresh supplies every day to work properly. #DrinkWaterUMob Don't forget to get your #Selfies in to receive a free drink bottle!	
23/9/16	CHECK OUT what happens when you cook coke.....	Share Cooking Cook video.
24/9/16	Do you know what the symptoms of de-hydration are? Please leave your answer below.....	
25/9/16	#DrinkWaterUMob and protect mother Earth by refilling our drink bottles or reducing rubbish such as cans and plastic bottles.	
26/9/16	Look after the planet and reduce our waste cans and bottles! Refill your water - #DrinkWaterUMob	

APPENDIX 4 - Weekly SOCIAL MEDIA Schedule (SAMPLE)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8.00 – 9.00am	CALENDAR - What's on - Add Events 	 LIVE SHOW TO-MORROW... send us your info	Campaign Mes- sage 3 	Did you see our campaign video 1? 	Campaign Mes- sage 5 	COMPETITIONS / CALL TO ACTION 	
10.30 – 12noon	Did you see last week's yarn with... 	COMPETITIONS / CALL TO ACTION 	12noon LIVE SHOW 	Campaign Mes- sage 4 	HEALTH BLOG 'Did you see our Blog?' 	Did you see our LIVE SHOW? 	Did you see our campaign video 2? 
2.00 – 3.00 pm	Campaign Mes- sage 1 	CALENDAR - What's on - Add Events 	 Weekly Newsletter Released		Weekly Yarn with a Community Member (Live or Recorded) 	CALENDAR - What's on - Add Events 	
4.00 – 5.30pm		Campaign Mes- sage 2 		COMPETITIONS / CALL TO ACTION 	Have a deadly weekend! What's planned?	Campaign Mes- sage 6 	COMPETITIONS / CALL TO ACTION 
7.30 – 9.00pm	WEEKLY HEALTH BLOG / VIDEO 'Guest Blogger' 	CAMPAIGN VIDEO 1 	Did you see our LIVE SHOW? 	CAMPAIGN VIDEO 2 	CALENDAR - What's on - Add Events 		Campaign Mes- sage 7 



PO Box 63
Newborough 3825
(03) 5126 1847
www.gippsport.com.au