



# Macedon Ranges Health Health Promotion Strategic Plan 2022–2025

**Macedon  
Ranges  
Health**  
supported by **benetas**

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# Acknowledgement

Macedon Ranges Health acknowledges Aboriginal and Torres Strait Islander people as the traditional owners and custodians of the land, water and skies where we work. For the Macedon Ranges Shire, this is the Dja Wurrung, Taungurung and Wurundjeri peoples of the Kulin Nation.

We acknowledge and pay our respects to Elders past, present and emerging.

We also recognise our role in working towards reconciliation; to listen to and be led by the voices of Aboriginal and Torres Strait Islander people, to honour truth-telling so we can learn from the past and lead to change.

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# 1. Health Promotion at Macedon Ranges Health (supported by Benetas)

Macedon Ranges Health is an award winning, community based not-for-profit organisation dedicated to the provision of health, community, welfare and aged care services to the communities of Macedon Ranges Shire and surrounding districts.

We offer a wide range of services for the local community and work with a range of partners to deliver high quality health services at Macedon Ranges Health locations. We have over 60 years of experience supporting clients across the Macedon Ranges region.

## Our Health Care Services include:

- Allied Health: Physiotherapy, Podiatry, Psychology, Counselling, Speech Therapy, Dietetics, Diabetes Education, Exercise Physiology and Remedial Massage
- Youth Clinic
- District Nursing (Public & Private)
- Home Care
- Respite (In home and residential)
- Social Support Program
- Health & Physical Activity Classes
- Residential Aged Care: Low, High & Dementia
- Independent Living Units
- Op Shop
- Men's Shed
- Volunteering

In 2018, Macedon Ranges Health officially

amalgamated with leading aged care provider Benetas.

Benetas has almost 70 years' experience in providing Victorians with the best aged care services. For those receiving aged-care support, Benetas and MRH share a vision of giving every person we care for a positive, fulfilling experience of ageing, and the opportunity to age well in communities of choice and support.

## Our Values



### Respect

We take time to understand and value each person and respect their choices



### Responsibility

We act with integrity toward our clients, their families and carers, our supporters and the broader community.



### Community

We strive to build strong relationships and communities of interest among all stakeholders by working together in an open, involving way



### Spirit

We build a positive, energetic employee culture dedicated to creating fulfilling life experiences for older people



## About the Macedon Ranges

The Macedon Ranges Shire is located in central Victoria, about 60 kilometres north-west of Melbourne. Covering an area of approximately 1,747 square kilometres, the Macedon Ranges is a semi-rural municipality known for its beautiful natural landscapes.

In 2021, the estimated resident population of the shire was 51,576<sup>1</sup>. There are nine main towns and a number of smaller settlements spread throughout the shire, with the largest towns being Gisborne, Kyneton, Romsey and Woodend. Approximately 35% of people in the Macedon Ranges live outside a town boundary in a rural setting.

In 2021, the Macedon Ranges Shire had a higher proportion of children than Regional Victoria. Many young families have moved into the community over recent years, seeing an influx in demand for child care facilities and services.

The older population of persons aged 60 years or older sits lower than that of Regional Victoria, but still remains a significant cohort for the Macedon Ranges population, with the largest change in age structure between the 2016 and 2021 Censuses being the increase in the older age group 60 years and over.

By 2036 the population of the shire is projected to reach 65,405<sup>1</sup> residents with the largest population growth occurring in and around the townships of Gisborne, Romsey and Riddells Creek.

The Calder Freeway and northern rail line run the length of the west side of the shire. While public transport options have improved in recent years, they are still relatively limited – particularly for travel between the east and west of the shire<sup>2</sup>.

<sup>1</sup> <https://profile.id.com.au/macedon-ranges>, accessed 2 October 2022

<sup>2</sup> Public Transport Victoria, Macedon Ranges [www.ptv.vic.gov.au/getting-around/local-areas/show/42](http://www.ptv.vic.gov.au/getting-around/local-areas/show/42)

## 3. The Health and Wellbeing of the Macedon Ranges Population



### Healthy eating<sup>3</sup>

- 5% of Active Living Census – Macedon Ranges Shire (ALC–MRS) respondents meet the vegetable guidelines compared to 5.4% in Victoria
- 51% of ALC–MRS respondents meet guidelines for fruit consumption (N= 3691)
- One in 15 households (6.4%) of ALC–MRS respondents are considered to be food insecure, as they have run out of food in the last year and cannot afford to buy more (N= 3691)



### Active Living<sup>3</sup>

- Over half (53%) of ALC–MRS respondents want to be more active (N=3,446)
- 62% of ALC–MRS respondents meet guidelines for physical activity (N=3619)



### Mental Health

- 29.5% have been diagnosed with anxiety or depression (at any one time), compared to the Victorian rate of 27.4%<sup>4</sup>
- The rate of suicide in the shire, at 15.6 per 100,000, was higher than both the Victorian rate of 9.1 and the Australian rate of 12.1 (2007–17)
- The number of people with dementia living in the shire is expected to increase from 974 in 2021 to 2,234 people by 2050<sup>6</sup>
- Depressive symptoms have been reported to occur in approximately 40 to 50 per cent of people with Alzheimer’s disease. Depression may make it harder for a person with dementia to remember things and enjoy their life<sup>7</sup>



### Diversity

- About one in every six Active Living Census – Macedon Ranges Shire (ALC–MRS) respondents (17%) do not feel valued by society (N=3,413)<sup>3</sup>
- Older people represent 16.5% of our community, increasing to 19.7% by 2026. Ageism and ageist stereotypes reduce older people’s opportunities to participate, contributing to mental and physical health issues, and increased risk of elder abuse.
- In 2016, 12.2% of our residents aged 65 years and older needed assistance with daily activities due to disability (compared to 4.1% across all Macedon Ranges residents)<sup>8</sup>
- 16.5% of the Sex Smart Youth Survey respondents in Macedon Ranges identify as lesbian, gay, bisexual, pansexual or queer (N=164)<sup>9</sup>
- Aboriginal and Torres Strait Islander Peoples make up 0.9% (N=481) of the total population in our shire<sup>8</sup>



### Tobacco and e-cigarette usage

At the time of going to print, localised data was not available on the rates of tobacco and e-cigarette usage in our local community. Macedon Ranges Health will be working closely with the Department of Health and Quit Victoria to address the needs of our priority populations and design initiatives to best suit those needs.

<sup>3</sup> Healthy Heart of Victoria, Active Living Census 2019

<sup>4</sup> Victorian Government, Victorian Population Health Survey 2017

<sup>5</sup> Public Health Information Development Unit 2018: Social Health Atlas of Australia – Data from Victoria by Local Government Area

<sup>6</sup> Dementia Australia (2018) dementia prevalence data 2018-2058, commissioned research undertaken by NATSEM, University of Canberra. Data taken from Macedon Ranges Shire Council Municipal Public Health & Wellbeing Plan 2021-2025

<sup>7</sup> Dementia – mental health changes – Better Health Channel accessed October 2022

<sup>8</sup> Australian Bureau of Statistics Household Census 2021

<sup>9</sup> Macedon Ranges Sex Smart Youth Working Group (2021), ‘Sex Smart Youth Survey’, Sunbury and Cobaw Community Health

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## 4. Policy Context

The Victorian public health and wellbeing plan 2019–2023 sets the direction and provides a framework for coordinated action, ensuring Victorians of all ages are afforded the opportunity for optimal health and wellbeing, so they can participate fully in their community.

The Victorian public health and wellbeing outcomes framework has identified ambitious targets to determine the health and wellbeing of Victorians, and within that requires collective action across the system, including at the service level through community health partnerships.

The Victorian Auditor-General's Office audit of the Community Health Program identified 'an opportunity to better align community health service provisions with the state public health and wellbeing plan. Community health services, through the Community Health Program, are key partners for promoting and protecting the health of Victorians, with emphasis on service provision for priority population groups and, as such, are an important mechanism for improving public health and wellbeing and tackling inequalities (Victorian Auditor-General's Office 2018)' .

Macedon Ranges Health acknowledge the guidelines for the Community Health - Health Promotion Program 2021–2025 are currently under review, however at the time of drafting this document they remained unfinalised. Macedon Ranges Health will actively engage with the review process, and make any amendments to future planning under the direction of guidelines released by the Victorian Department of Health.

### Priorities

Health and wellbeing is driven by a complex interaction of individual characteristics, lifestyle and the physical, social and economic environment (Buck et al. 2018), and a settings and place-based approach is important for driving improvements in public health and wellbeing.

Burden of disease in Victoria is largely preventable. Thirty-eight percent of the total burden of disease experienced by Australians could be prevented by reducing exposure to modifiable risks.

The five leading risk factors are:

- Tobacco use (9.3% of the total burden)
- Overweight and obesity (8.4%)
- Dietary risks (7.3%)
- High blood pressure (5.8%)
- High blood plasma glucose, including diabetes (4.7%)

Through the direction of the Department of Health's Community Health – Health Promotion draft program guidelines, and on review of local health needs or our community, Macedon Ranges Health will focus on the four following health and wellbeing priorities for 2022–2025:

1. Healthy Eating
2. Active Living
3. Reducing tobacco (and e-cigarette) related harm
4. Mental Health and Wellbeing

Macedon Ranges Health recognises the interrelationship between the differing priorities, and acknowledges that often the implementation of interventions can provide mutually reinforcing outcomes.

In ensuring shared priorities and partnerships, a review and consolidation of priorities and focus areas within the Macedon Ranges Shire Municipal Public Health and Wellbeing Plan 2021–2025 as well as the Victorian public health and wellbeing plan 2019–2023 is also acknowledged, as well as that of partnering with community health and other local industry and not-for-profit community enterprises.

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## 4. Policy Context *continued*

### Priority communities

Based on local health data, evidence reviews and the local and state policy context, Macedon Ranges Health has identified the following priority communities in the Macedon Ranges:

- Older People aged 60 years and over
- Young children – primary and secondary school age,
- Youth – 12 to 25 years
- People living with a disability
- Women
- People experiencing disadvantage, including loneliness and social isolation

The above communities were identified as more likely to experience negative health outcomes related to the priorities listed above. Some communities were also prioritised due to their relative size as a proportion of the Macedon Ranges population, for example young children and youth.

### Climate Change

Although not identified as a priority of focus for this strategy, Macedon Ranges Health recognises climate change as a global threat to the health of our community. We also acknowledge that we can play a role in addressing climate change and mitigating its effects on the communities we partner with.

Existing evidence shows that action on climate change has co-benefits for mental wellbeing, healthy eating and other health priorities. Given this, Macedon Ranges Health will apply a climate change lens to project planning and development, in particular in to the priority areas of healthy eating and active living, such as active transport and sustainable food security initiatives in partnership with Healthy Loddon Campaspe.

### COVID-19

The effects of the COVID-19 pandemic on the community are significant and ongoing.

Macedon Ranges Health is committed to continuing its support to prioritise communities during the pandemic, and towards recovery. The needs of our community have also informed the selection of strategies and initiatives to be implemented under this Plan.

### Partnerships

Macedon Ranges residents are our priority partners for initiatives, particularly community members from identified priority communities.

Macedon Ranges Health will also continue its commitment to collaboration with local and regional partners, including:

- Macedon Ranges Shire Council
- Sunbury & Cobaw Community Health
- Healthy Loddon Campaspe (previously known as Healthy Hearts Victoria)
- Bendigo Public Health Unit
- Women's Health Loddon Mallee
- Local schools
- Early Years Settings
- Sporting Clubs
- Neighbourhood Houses
- Aboriginal and Torres Strait Islander community-controlled organisations

Macedon Ranges Health will also actively participate in local, regional and internal networks and committees.

## 5. Goals and Objectives

### Healthy Eating



**GOAL: Macedon Ranges Shire residents have access to healthy food and understand healthy eating principles**

**Objectives:**

Increase intake of healthy food and drink options amongst residents of the Macedon Ranges Shire, in particular through the Vic Kids Eat Well Framework.

### Active Living



**GOAL: Community members have access and capacity to participate in sport and/or physical activity across the Macedon Ranges**

**Objectives:**

- Encourage and support older people to have active and healthy lives through greater access to physical activity and active living initiatives.
- Increase participation in sport and active recreation activities in school age children, through supporting the implementation of the Active Schools Framework.

### Tobacco (and e-cigarette) related harm



**GOAL: Reduce smoking and e-cigarette related harm and denormalise smoking behaviours in the Macedon Ranges community**

**Objectives:**

- Increase the knowledge and capacity of influential adults, including parents and teachers, to address smoking and vaping by children and young people.

### Mental Health and Wellbeing



**GOAL: To understand and respond to community need to prevent suicide and promote mental health and wellbeing in the community**

**Objectives:**

- Community have an increased understanding of their own mental health and wellbeing and have greater knowledge and awareness of strategies to improve their mental health, including help seeking.
- Diminish stereotypes, strengthen communities and lead to improved health and wellbeing for different generations, through the provision of inclusive and social connection opportunities.
- Reduce stigma associated with mental illness, suicide and suicide prevention and increasing protective factors such as resilience among residents of the Macedon Ranges Shire.
- Macedon Ranges Health is a safe and welcoming service for all people.

# Macedon Ranges Health One-year Action Plan 2022–2023

Priority 1					Increasing Healthy Eating
<b>Goal</b>	Macedon Ranges Shire residents have access to healthy food and understand healthy eating principles				<b>Impact indicators</b> <ul style="list-style-type: none"> <li>Increased intake of fruit and vegetables</li> <li>Participants report increased awareness and skills to improve healthy eating habits.</li> <li>Local settings report changes to practices to increase healthy eating behaviours</li> </ul>
<b>Objective 1</b>	Increase intake of healthy food and drink options among residents of the Macedon Ranges Shire				
Strategy	Settings/Target group	Activities	Lead	Support	Measures
1. Support and promote the Vic Kids Eat Well Program (VKEW) to increase healthy eating behaviours within school settings, including local Primary and Secondary Schools, and Outside School Hours Care.	1. Primary and Secondary Schools target population: children and young people	1.1 Encourage and support up to four primary and secondary schools in the Macedon Ranges to register and implement VKEW initiatives.	Macedon Ranges Health (MRH)		<ul style="list-style-type: none"> <li>Number of schools engaged</li> <li>Number and type of healthy eating activities delivered.</li> <li>Number and type of healthy changes made in schools.</li> <li>Number of children impacted</li> <li>Impact of activity on healthy eating behaviours</li> </ul>
	2. Outside School Hours Care (OSHC)	1.2 Encourage and support the Macedon Ranges OSHC to register and implement VKEW initiatives.	MRH		<ul style="list-style-type: none"> <li>Number of OSHCs engaged</li> <li>Number and type of healthy eating activities delivered.</li> <li>Number and type of healthy changes made in OSHC</li> <li>Number of children impacted</li> <li>Impact of activity on healthy eating behaviours</li> </ul>
2. Support local Sports Clubs to increase healthy eating behaviours through such initiatives as the Vic Kids Eat Well Program	Sports Clubs	2.1 Encourage and support Sports Clubs across the Macedon Ranges to register and implement VKEW initiatives.  2.2 Deliver healthy eating activities through a Health & Wellbeing Partnership with the Riddell District Football Netball League.	MRH	<ul style="list-style-type: none"> <li>Healthy Loddon Campaspe</li> <li>Riddell District Football Netball League</li> </ul>	<ul style="list-style-type: none"> <li>Number of sports clubs engaged</li> <li>Number and type of healthy eating activities</li> <li>Number and type of healthy changes in sports clubs</li> <li>Number of children impacted</li> <li>Impact of activity on healthy eating activities/ behaviours</li> </ul>

3. Deliver healthy eating and cooking skills programs for older residents of the Macedon Ranges through education and support activities of the Healthy Eating Advisory Service.	Target: residents 65 years and over	<p>3.1 Run “Healthy Cooking Classes” for older residents aged 65 years and over.</p> <p>3.2 Educate older residents on affordable cooking through Dietitian -led supermarket tours, recipe and healthy eating resource development and distribution.</p> <p>3.3 Deliver an Eat Well to Age Well information session for residents aged 65 years and over.</p>	MRH		<ul style="list-style-type: none"> <li>• Number of sessions delivered</li> <li>• Number of people engaged</li> <li>• Participant satisfaction</li> <li>• Improved knowledge in healthy eating and cooking</li> <li>• Number of residents registering to see a Dietitian (behaviour change)</li> </ul>
Strategy	Settings/Target group	Activities	Lead	Support	Measures
4. Contribute to local action on healthy eating and increasing access to healthy and affordable food.	All community	4.1 Continue to participate in Healthy Loddon Campaspe’s Local Project Control Group and associated actions to create impact in building community members knowledge and skill.	Macedon Ranges Shire Council	MRH, SCCH, Bendigo Public Health Unit, Local Neighbourhood Houses, Macedon Ranges Sustainability Group	<ul style="list-style-type: none"> <li>• Attendance at bi-monthly meetings.</li> <li>• Number of partnered localised initiatives/ activities</li> <li>• Evaluation results of joint activities showing impact to Macedon Ranges’ residents.</li> </ul>
5. Connect and participate in communities of practice and partnerships to contribute to local coordination and implementation of shared priorities	All community	5.1 Participate in communities of practice and partnership networks such as the Victorian Healthy Eating Enterprise to assist in the development of healthy eating initiatives locally.	State-wide networks and partnership	MRH	<ul style="list-style-type: none"> <li>• Attendance of meetings</li> <li>• Connection made with settings to enhance work produced locally.</li> </ul>

Priority 2					Active Living
<b>Goal</b>	Community members have access and capacity to participate in sport and/or physical activity across the Macedon Ranges				<b>Impact Indicators</b>
<b>Objective 1</b>	Encourage and support older people to have active and healthy lives through greater access to physical activity and active living initiatives.				<ul style="list-style-type: none"> <li>Higher prevalence of healthy active behaviours among people aged 65 + years.</li> <li>Improved self-reported activity levels for people aged 65 + years.</li> </ul>
Strategy	Settings/Target group	Activities	Lead	Support	Measures
1. Provide opportunities for older residents 65+ to increase levels of physical activity to improve and support their general health and wellbeing.	Residents 65 years and older.	1.1 Deliver and maintain physical activity groups to support older residents 65+ to improve their physical health and reablement, including the Warm Water Program and Strength For Life.  1.2 Use consultation and co-design principles to enhance physical activity programs to increase the level of participation, diversity amongst participants.	Macedon Ranges Health		<ul style="list-style-type: none"> <li>Number of sessions delivered</li> <li>Number of community members attending</li> <li>Client Satisfaction.</li> <li>Changes implemented to current programs following consultation.</li> <li>Increase in participation numbers.</li> <li>Number of internal referrals to health services to improve health issues.</li> </ul>
Strategy	Settings/Target group	Activities	Lead	Support	Measures
2. Work with communities to adapt and deliver active living initiatives tailored to older adults, such as the Heart Foundation Walking Groups.	All community (particularly targeting 65+ years)	2.1 Manage the two current Heart Foundation Walking Groups across Gisborne township and surrounds.  2.2 Promote the benefits of attending Walking Groups, to expand the number of current walking group members	Macedon Ranges Health	Heart Foundation Victoria  Community volunteers	<ul style="list-style-type: none"> <li>Number and frequency of Walking Groups</li> <li>Number of residents participating in Walking Groups.</li> <li>Participant satisfaction.</li> <li>Increase in participation numbers.</li> </ul>
<b>Objective 2</b>	Increase participation in sport and active recreation activities in school age children, through supporting the implementation of the Active Schools Framework.				<b>Impact indicators</b>
3. Improve activity levels and wellbeing of disengaged students through the creation of physical activity opportunities within school settings.	Primary School Students	4.1 Establish a Morning Wellbeing program for disengaged students within two local primary schools, to create a space for students to participate and engage in physical activity opportunities, across the school year.	MRH	Local Primary Schools	Local school-age children report increased participation in sport and physical activity before and after school  <ul style="list-style-type: none"> <li>Types of activities provided.</li> <li>Number of school students participating each term.</li> <li>Satisfaction with event.</li> <li>Impact of activity on physical activity levels and secondary benefits to mental health, friendships, absenteeism etc.</li> <li>Sustainability of students attending sport/ physical activity post-project.</li> </ul>

<p>4. Contribute to local action and partnerships to promote active living across the Macedon Ranges community.</p>	<p>All community</p>	<p>5.1 Assist in the development and promotion of local initiatives through partnerships such as Healthy Loddon Campaspe and Council infrastructure development.</p>	<p>MRSC and other local networks and partnerships</p>	<p>MRH</p>	<ul style="list-style-type: none"> <li>• Attendance of meetings</li> <li>• The development of localized initiatives / implementation</li> <li>• Connection made with localized settings to enhance work produced locally.</li> </ul>
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Priority 3					Tobacco (and e-cigarette) related harm
<b>Goal</b>	Reduce smoking and e-cigarette related harm and denormalise smoking behaviours in the Macedon Ranges community				<b>Impact Indicators</b> <ul style="list-style-type: none"> <li>• Increase in knowledge and skills of influential adults in the community.</li> <li>• Improved self-reported knowledge in children and young people.</li> </ul>
<b>Objective 1</b>	Increase the knowledge and capacity of influential adults, including parents and teachers, to address smoking and vaping by children and young people.				
Strategy	Settings/Target group	Activities	Lead	Support	Measures
1. Supporting students and families within Secondary Schools	Secondary School Students	1.1 Deliver age-appropriate education programs on smoking cessation prevention for young people.	MRH	Secondary Schools	<ul style="list-style-type: none"> <li>• Number of students attending</li> <li>• Number of schools involved</li> <li>• Number of community partners involved</li> <li>• Media reach</li> <li>• Satisfaction with event</li> </ul>
2. Work in partnership with local stakeholders, industry and schools to determine local issues and scope opportunities for action in reducing e-cigarette (vaping) related harm.	Community stakeholders	2.1 Development of a Macedon Ranges community Vaping Project Control Group  2.2 Engage with Quit Victoria and other key external stakeholders to determine local needs and priorities.  2.3 Design project deliverables with stakeholders, including activities, partnership and outcome measures.	MRH	<ul style="list-style-type: none"> <li>• Schools, industry, medical, other community services, youth services</li> <li>• Quit Victoria</li> </ul>	<ul style="list-style-type: none"> <li>• Development of a Vaping Project Control Group.</li> <li>• Number of meetings held</li> <li>• Development of Project Plan of deliverables for 23-24 FY</li> </ul>

Priority 4		Mental Health and Wellbeing			
<b>Goal</b>	To understand and respond to community need to prevent suicide and promote mental health and wellbeing in the community				<b>Impact Indicators</b> Project participants report increased understanding of the factors that impact on mental health and wellbeing.
<b>Objective 1</b>	Community members have an increase understanding of their own mental health and wellbeing, and have greater knowledge and awareness of strategies to improve their mental health, including help seeking.				
Strategy	Settings/Target group	Activities	Lead	Support	Measures
1. Deliver mental health education and support to young people across the Macedon Ranges, through Youth Clinic	Young people aged 12 – 25 years	1.1 Continue to deliver the MRH Youth Clinic for young people.  1.2 Review and implement changes to service delivery where required.	MRH	<ul style="list-style-type: none"> <li>Schools</li> <li>Local Youth Groups and mental health and community services</li> </ul>	<ul style="list-style-type: none"> <li>Number of young people attending</li> <li>Participant satisfaction</li> <li>Increased engagement and connection to families, peers and community.</li> </ul>
2. Deliver a series of Women’s Wellness Workshops that support the health and wellbeing of local women aged 50+	Local community members that identify as female 50+	2.1 Deliver a program of Women’s Wellness Workshops to support women aged 50 years + with knowledge and life skills to continue to live independently within their own homes.	MRH	Kyneton Community House, Gisborne Men’s Shed, Gisborne Tyre Service	<ul style="list-style-type: none"> <li>Number of Workshops delivered</li> <li>Number of people attending</li> <li>Participant satisfaction</li> <li>Improve knowledge and skills</li> </ul>
3. Host a Mental Health Expo to raise awareness around mental health supports and increase knowledge of local services.	All community members	3.1 Deliver a mental health expo to all community members, providing education and information on local services and supports for young people and families.  3.2 Support the delivery of a range of events during Mental Health month across the Macedon Ranges, in partnership with local stakeholders, to raise awareness of mental health issues and supports available across the community.	MRH  MRH, SCCH, PS My Family Matters,	PS My Family Matters  Macedon Primary School	<ul style="list-style-type: none"> <li>Macedon Ranges Health Mental Health expo run</li> <li>Number of services in attendance (stallholders)</li> <li>Number of events held during Mental health awareness month</li> <li>Number of residents reached</li> <li>Participants report increased understanding / awareness of local mental health services.</li> </ul>
<b>Objective 2</b>	Diminish stereotypes, strengthen communities, and lead to improved health and wellbeing for different generations, through the provision of inclusive and social connection opportunities.				<b>Impact indicators</b> <ul style="list-style-type: none"> <li>Activities or programs that increase cooperation, interaction or exchange between any two generations.</li> <li>The sharing of skills, knowledge or experience between generations.</li> <li>Increased feeling of wellbeing and social connection</li> </ul>

Strategy	Settings/Target group	Activities	Lead	Support	Measures
4. Deliver intergenerational program activities that bring together different generations to share experiences and increase feelings of wellbeing.	Older adults aged 65 +	4.1 Deliver the Intergenerational Pen Pal Program with Dobell Ave Preschool and Social Support Program clients	MRH	Dobell Ave Preschool	<ul style="list-style-type: none"> <li>Number of letters exchanged</li> <li>Number of people participating</li> <li>Participant satisfaction</li> <li>Impact of activity on feelings of wellbeing and socialisation</li> </ul>
	Kindergarten aged children				
	Early Years Services	4.2 Deliver a multi-generational activity program at Manna Gum Family and Children's Centre	MRH	MRSC	<ul style="list-style-type: none"> <li>Number of people participating</li> <li>Participant satisfaction</li> <li>Impact of activity on feelings of wellbeing and socialisation</li> </ul>
5. Support the mental health and wellness of young people throughout the Shire through participation in local partnerships	Young people	5.1 Support Macedon Ranges Shire Council's advocacy and Primary School Mental Health Program activities as Steering Group and Working Group members respectively.	MRSC	MRH and other local partners	<ul style="list-style-type: none"> <li>Attend Steering Groups and Working Group meetings.</li> <li>The development of localized initiatives / implementation</li> </ul>
	Primary Schools				
<b>Objective 3</b>	Reduce stigma associated with mental illness, suicide and suicide prevention and increasing protective factors such as resilience among residents of the Macedon Ranges Shire.				<b>Impact indicators</b> Increase in community awareness of mental illness and protective factors around suicide ideation.
Strategy	Settings/Target group	Activities	Lead	Support	Measures
6. Support local sports clubs to reduce stigma associated with suicide and mental health	Sports Clubs	6. Deliver the Macedon Ranges Mentally Active Sports program with Gisborne Cricket Club to increase the confidence of club members to connect and support club members around mental health and suicide ideation.	MRH	Spots Focus  Gisborne Cricket Club	<ul style="list-style-type: none"> <li>Number of education sessions delivered on mental health and suicide prevention.</li> <li>Development of a Mental Health booklet for Club Members</li> <li>Delivery of a Mental Health awareness event at the Club.</li> </ul>
7. Continue to support Macedon Ranges Suicide Prevention Action Group (MRSPAG) to implement the action plan	Macedon Ranges community	7.1 Attend Working Group meetings.  7.2 Collaborate and partner in the planning, implementation and evaluation of local projects and activities.	MRSPAG	MRH	<ul style="list-style-type: none"> <li>Working Group meeting minutes</li> <li>Number and type of actions completed and their impacts</li> <li>Project Evaluation data collection and report.</li> </ul>
<b>Objective 4</b>	Macedon Ranges Health is a safe and welcoming service for all people.				<b>Impact indicators</b> <ul style="list-style-type: none"> <li>MRH staff report increased awareness of the needs and acceptance of diverse population groups.</li> <li>Increase in community attitudes and awareness</li> </ul>

Strategy	Settings/Target group	Activities	Lead	Support	Measures
8. Deliver campaigns to raise awareness of diversity, culture and mental wellbeing and support through significant dates and events	Macedon Ranges Health staff, clients and volunteers	8.1 Plan and implement health promotion events that promote and raise awareness of culture and diversity, as well as mental wellbeing for MRH staff, clients and volunteers	MRH		<ul style="list-style-type: none"> <li>• Number and type of events held</li> <li>• Reach statistics from each event               <ul style="list-style-type: none"> <li>• Reconciliation Week</li> <li>• NAIDOC week</li> <li>• Wear it Purple Day</li> <li>• IDAHOBIT Day</li> <li>• R U OK Day and</li> <li>• World Mental Health Week</li> </ul> </li> </ul>
9. Assist in the development of a local 16 Days of Activism Against Gender-based violence campaign	All community	9.1 Attend Working Group meetings 9.2 Collaborate and partner in the planning, implementation and evaluation of local projects and activities. 9.3 Deliver a White Ribbon event internally to MRH clients and staff	SCCH	MRH	<ul style="list-style-type: none"> <li>• Socials and media reach</li> <li>• Number of activities/events</li> <li>• Number of resources disseminated</li> <li>• Recorded feedback/impact</li> <li>• White Ribbon Event delivered</li> </ul>

