

PURPOSE IN LIFE
SENSE OF BELONGING
BEING ACTIVE
PURPOSE IN LIFE

Act-Belong-Commit
IN ACTION



A compilation of case studies from the
Act-Belong-Commit Campaign 2014-2016

Act-Belong-Commit Case Studies Handbook

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Act-Belong-Commit

Case Study Sites in
AUSTRALIA



FOREWORD

Act-Belong-Commit is a world-first program coordinated by Mentally Healthy WA that encourages everyone to take action to protect and strengthen their mental health and wellbeing. The campaign prescribes being active, building a sense of belonging and doing things that provide meaning and purpose in life as good for your mental health.

From 2005–2007 the Act-Belong-Commit campaign was piloted in six regional communities in Western Australia (WA). Project officers were assigned to each community and given the flexibility to develop and implement the campaign to suit local needs and conditions. When the pilot phase ended, the WA Country Health Service (WACHS) continued to fund the program within the original communities.

After a successful pilot the Act-Belong-Commit Campaign was launched state-wide in 2008 and has since continued to grow in terms of the reach of the campaign and the number of campaign partners. The core campaign activities are funded by Healthway (WA Health Promotion Foundation) and the Mental Health Commission.

In 2014, MHWA developed a three year partnership with Chevron Australia to improve mental health in WA, with a focus on Karratha and Onslow, Aboriginal communities in Roebourne, and schools throughout the state.

The success of the campaign has been recognised nationally and internationally, with the spontaneous uptake of the campaign across Australia and overseas. In 2011, a team at Waseda University in Japan adapted the campaign to help children affected by the Tsunami, and more recently the Danish National Institute for Public Health announced that the campaign will be rolled out nationwide in Denmark in 2015.

Since being launched state-wide the campaign has continued to grow and now has 36 sites partnered to deliver the message in metropolitan, rural and remote WA, Queensland, Victoria and New South Wales.

The Act-Belong-Commit Case Studies Handbook is a collection of projects and events that have been undertaken by local Act-Belong-Commit project officers in WA and Victoria since 2014. These projects demonstrate how local initiatives, under the banner of Act-Belong-Commit, have enhanced mental and physical wellbeing, increased individual resilience and enhanced overall community cohesion. Each case study describes a project, how it was initiated and what outcomes were achieved. The case studies showcase how the Act-Belong-Commit message can be incorporated into community activities to enhance the mental health of a population.

The purpose of this handbook is to both, document the history of projects and events that have been conducted under the Act-Belong-Commit banner; and to be used as a guide for individuals and organisations who wish to undertake similar projects and events in the future. If you wish to find out more about any of the projects in this handbook please contact Mentally Healthy WA on (08) 9266 4648.

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Turn Blue for a Day

Great Southern Population Health, Western Australia

What is this case study about?

During Mental Health Week 2015 and 2016, the Great Southern Health Promotion Team supported workplaces to 'turn blue for a day' with the aims of promoting Mental Health Week and replicate 'Workplace Wellbeing Wednesday' (a WA Association for Mental Health initiative) locally, increase awareness of the Act-Belong-Commit campaign and the importance of workplace wellbeing, increase awareness and knowledge of strategies to achieve a mentally healthy workplace/maintain personal mental health and strengthen partnerships with Great Southern workplaces as part of a settings-based approach.

How did the project begin?

WA Country Health Service Great Southern has been involved in 'turn blue for a day' for some years, beginning with a focus on the Lower Great Southern during Mental Health Week.

It was decided to roll the initiative out across the region and target workplaces, as formative work indicated that social and emotional wellbeing was an area of interest for employers. The intention was to use the 'turn blue for a day' initiative to build relationships with workplaces which will assist with the development and implementation of more long-term and sustainable strategies.

Workplaces in the Great Southern were offered a support pack to 'turn blue for a day' during Mental Health Week to increase awareness of the importance of staying mentally healthy and to reduce the stigma associated with mental health. Support packs contained Act-Belong-Commit workplace factsheets and merchandise to assist with their blue transformation, in addition to Beyond Blue e helpline information. Workplaces were also offered a free, brief stress management presentation on-site, which incorporated Act-Belong-Commit concepts.

It was up to each workplace to determine how they would turn blue. Activities implemented included a staff morning tea and wearing blue to work. Some workplaces didn't directly participate in the initiative, but used the opportunity to promote mental health to the community.

What did you achieve?

Over the two years of 'turn blue for a day' 35 sites were involved. While the exact number of people reached within these workplaces is unknown, it would be in excess of 200. Evaluation results from both years revealed that all respondents believed that participation raised awareness of mental health within their organisations, in addition to increasing awareness of the importance of staying mentally healthy.

Twelve stress management presentations were delivered to more than 150 employees. Evaluation results showed that the presentations provided relevant and valuable information, and the majority of respondents (82%) agreed that the presentations increased awareness of the signs, symptoms, and management of stress. A couple of employers took the opportunity at the stress management presentations to highlight to employees the support available should they require any assistance, which would have helped develop the supportive environment.

With regards to the longer-term goal of building relationships with workplaces, this is ongoing and interested workplaces have been provided with details for a number of relevant programs, as well as being offered support to assist with implementation.

Flow-on benefits have been identified. One organisation contacted us to say that they would not be participating in 'turn blue for a day' but that they were interested in health awareness-raising initiatives. As a result, our team has now delivered nutrition education sessions to their staff and will be arranging further preventative health workshops in the future. This highlights that sometimes the value is not necessarily solely associated with the activity itself, but can be associated with the relationships developed and the awareness raised throughout the region of our team's role and services.

What else?

Ideally, mental health promotion within workplaces would occur year-round and not just during or around Mental Health Week. It's also important to ensure that all staff within workplaces, not just administrative and office staff are able to participate and receive the information. This can be tricky for some workplaces, particularly where staff work off-site and/or on rosters; however, this is very important for building inclusiveness and a supportive environment.

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Government of Western Australia
WA Country Health Service

2. Act-Belong-Commit Photo Voice

Mentally Healthy WA, Western Australia

What is this case study about?

The PhotoVoice project encourages Karratha and Onslow residents to protect and boost their mental health, by increasing awareness of the Act-Belong-Commit message and how to keep mentally healthy. The event showcases opportunities to engage in mentally healthy activities in Karratha and Onslow and encourage the communities to reflect on their individual mental health and get involved in local mentally healthy activities. PhotoVoice generates a sense of community as it connects and brings people from all walks of life together by increasing individual resilience and building community cohesion.



How did the project begin?

The Act-Belong-Commit Karratha and Onslow PhotoVoice projects involved participants taking photos under the theme of Act-Belong-Commit, and then including a short description; giving the photo a 'voice'. The project involved a series of free community and school workshops on photography and Act-Belong-Commit, a competition, judging panel, Awards Nights in both towns and free community exhibitions opened during Mental Health Week 2016. As well as being an

opportunity to get involved in a community activity, PhotoVoice exposed Karratha and Onslow residents to the health message and showcased local mentally healthy activities on offer. Residents were also encouraged to vote for the People's Choice award while viewing the exhibition. The Karratha PhotoVoice project was sponsored by Healthway.

What did you achieve?

In Karratha, 2,828 community members were involved in the project, while in Onslow PhotoVoice reached 469 people. This included 24 workshops, 132 competition entries and two presentations across both locations.

A number of positive media mentions were recorded over the project, including two radio interviews, five news articles and several social media posts. The winning photo in Onslow was also featured on the cover of the Onslow Pipeline for November.

How did the community benefit from the project?

PhotoVoice was well received in both communities, with plans to run the competitions again in 2017. In addition to strong community support and positive feedback on the project, there were a number of other positive outcomes including;

- A new community photography group 'Snap Happy Karratha' has formed from the workshops, and is enabling people to continue to practice the 'Act-Belong-Commit' message by learning photography skills, meeting new people and belonging to a group.
- Local Act-Belong-Commit community partner Saving Animals From Euthanasia (SAFE) were able to use the opportunity to request a callout for volunteer photographers to assist with taking photos of foster animals.
- Collaboration with the Dampier Community Association enabled a visiting photographer to travel to Karratha to share his skills, which would have not been possible for either group individually due to funding limitations.
- Local Act-Belong-Commit community partner Soroptimist International Karratha and Districts (SIKAD) created a three minute video of the Act-Belong-Commit Karratha PhotoVoice Project.
- The Onslow Camera Club has restarted.

What else?

"[I enjoyed] the opportunity to learn more about photography and editing and hear others ideas around being mentally healthy in Karratha. Thanks for the opportunity to be involved. Look forward to seeing the entries in the competition."

– Karratha PhotoVoice community workshop attendee

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3. Working@Wellbeing

Centre for Rural & Remote Mental Health, New South Wales

What is this case study about?

As part of the Mentally Healthy Orange project, the Centre for Rural & Remote Mental Health (CRRMH) staff developed a 'Working@Wellbeing' toolkit for partners on the Steering Committee to pilot in their workplaces with both staff and clients. With the help of an Act-Belong-Commit project officer to tailor the program, the 'Working@Wellbeing' toolkit detailed how organisations could promote mentally healthy messages. The members of the Steering Committee were encouraged to roll it out within their workplaces to improve the wellbeing of their staff and lead behaviour change. The toolkit breaks the implementation down into three easy steps including; having an Act-Belong-Commit representative or committee in each workplace, utilising Act-Belong-Commit resources, taking the Act-Belong-Commit self-assessment checklist and providing mentally healthy activities and challenges for staff.

How did the project begin?

The Act-Belong-Commit project is still in its early stages in the Orange community, and project officers understood that not just one organisation can transform a community's wellbeing; it's too vast a task. In order to create a ripple effect, the Steering Committee could incorporate Act-Belong-Commit into the wellbeing culture of their respective organisations, which could then flow-on to staff, clients and the general wider community. With this in mind, the 'Working@Wellbeing' toolkit, a simple resource on what the Act-Belong-Commit campaign is and how easy it is to implement, was developed.

What did you achieve?

There have been some outstanding champions of the Act-Belong-Commit campaign within the Steering Committee. One of the local schools and some of the not-for-profit organisations and health services have followed through with implementing daily Act-Belong-Commit activities for their staff. The Steering Committee organisations have also enjoyed taking part in friendly competitions such as the Winter Walk 4 Wellbeing Step Challenge.

How did the community benefit from the project?

At this stage the resource toolkit is still being piloted, with hopes to take it out into the wider business community in the future. All Steering Committee members continue to encourage each other to keep up the advocacy for creating a community that supports good mental health and wellbeing. There were 750 members of the community that took part in the Winter Walk 4 Wellbeing Step Challenge, with organisations and their wider networks signing up. The next step

will be to take it to larger external organisations such as Department of Primary Industries and Orange City Council. As the project does not receive any funding it has been important for the Steering Committee to continue to champion the campaign and community support is vital for this. By utilising the resource toolkit, having a project officer present information on how workplaces can Act-Belong-Commit and giving assistance on contextualising the toolkit, we are on the way to creating a community that values mental health and gives everyone an opportunity to protect and promote their mental health and wellbeing.

What else?

The Steering Committee is made up of members from OCTEC (Disability Services & Support Organisation), Anson St School, Western NSW Local Health District, Headspace, Volunteering Central West, Family and Community Services, TAFE NSW, Flourish, Mission Australia, CareWest, Orange City Council, Orange Business Chamber and the Centre for Rural and Remote Mental Health.



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Centre for
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Numurkah Showcase

Numurkah District Health Service, Victoria

What is this case study about?

The biannual Numurkah Showcase event encourages local community groups, service clubs and not-for-profit organisations to display what they do and how community members can be involved. The Numurkah community has a population of 4,620 and over 100 local groups but it can be difficult to know what opportunities exist, especially for people new to the area.

Last year's Showcase event was branded with the Act-Belong-Commit message to promote the benefits of social connection and volunteering to stay mentally healthy. The focus was on engaging vulnerable communities who may be new to the area, live in isolated areas or are not connected with a community group.

How did the project begin?

The first Showcase event was in 2014 after a small group of community volunteers identified the need to promote local social connection and volunteer opportunities. In 2016 the second Showcase event and feedback from participants suggested that the event should continue to run every two years. The event occurs on a week night in March in the local Town Hall, Seniors Hub, Visitor Information Centre, Historical Society and nearby street area.

Advertising and promotion of the event was branded with Act-Belong-Commit and included flyers to attract groups to register a stall for the event, flyers to attract various population groups to attend the event and newspaper advertising and articles. Flyers were hand delivered to targeted groups, such as the Men's Shed and businesses with employees new to the area. There was also an article in the newspaper following the event.

What did you achieve?

At the event both the Act-Belong-Commit signage and table were set up and displayed in a central location. This highlighted many opportunities for volunteering with Numurkah District Health Service. Additionally, there were over 50 displays including schools, health services, sports clubs, service clubs, and many other community groups and the event attracted more than 600 people. The 2014 event was significantly successful, receiving a Moira Shire Australia Day Award.

How did the community benefit from the project?

Two evaluation surveys were conducted: participant feedback on the night and a follow up online survey a few weeks after the event to the groups that had a display on the night.

Results from the survey were positive, including 57% rating the event as excellent and 43% rating it as good. 41% said they would get involved in a new club/group after the Showcase and 100% said they'd attend another event in 2018. One participant said the Showcase was "a wonderful idea to let people know what is on locally."

During the event, 29 people registered to get involved in one or more of 14 different groups. During the weeks that followed the event, 30 people signed up or registered to get involved in one or more of 18 different groups. Seven people who joined a group had recently moved to the area and 23 groups agreed that the Showcase is an effective way to promote groups to new people.

When asked "What does Act-Belong-Commit mean to you?" respondents said:

- "Being in something and feeling a connection with the community to help your own mental wellbeing."
- "Making a committed effort to get involved with an activity/group - social engagement which leads to wellbeing."
- "Being healthy by being involved."

What else?

Groups involved:

- | | |
|--|---|
| • Broken Creek Field Naturalists Club Inc. | • Numurkah Lions |
| • Carriage Horse Driving Trials Club | • Numurkah Love our Lifestyle (chamber of commerce group) |
| • Goulburn Valley Regional Library Corp | • Numurkah RSL |
| • Ladies Probus Club of Numurkah | • Numurkah Senior Citizens |
| • Moira Arts and Culture Inc. | • Numurkah Senior Citizens Club |
| • Moira Shire Council | • Numurkah SES |
| • Numurkah Croquet Club | • Numurkah Squash Club |
| • Numurkah District Health Service | • Numurkah Toy Library |
| • Numurkah Fire Brigade | • Rotary Club of Numurkah |
| • Numurkah Fishing Club | • Shepparton Harness Club |
| • Numurkah Garden Club | • Shepparton Harness Horse & Vehicle Society |
| • Numurkah Girl Guides | • Various volunteer community members |
| • Numurkah Learning Centre | |

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5. Act-Belong-Commit Photo Voice

City of Rockingham, Western Australia

What is this case study about?

PhotoVoice is an amateur photography project where participants take photos based on the theme of Act-Belong-Commit and what they like to do to keep mentally healthy. A short description explaining the photo is provided with each entry giving the photo a 'voice'. Entries can be submitted in non-modified and modified formats with a maximum of three entries per person. The competition is open to the whole community with three age categories (12 years and under, 13-17 years and 18 and over). Student workshops in local

high schools are facilitated by a professional photographer and these students compete in a student workshop category.

Finalist entries are selected (usually 100) and displayed in an exhibition for three weeks in a local community centre. An awards night is also

held either at the start or end of the exhibition where the winners are announced. In 2015

an additional element was added to the competition in the form of a 'Short Film' category. This category is offered to local high schools in conjunction with the photography workshops. Entries are displayed at the exhibition and show at the awards night.



How did the project begin?

This project is funded by the City of Rockingham and Healthway and used to promote the Act-Belong-Commit message and being mentally healthy in Rockingham. The project started in 2009 and has been running every year since.

A booklet of the winners is produced bi-annually and presented to all winners and sponsors. All local high schools are approached every year to take part in the project.

What did you achieve?

Over the years the competition has grown and is well known in the community as well as the Act-Belong-Commit message. The addition of the extra category has helped to develop the competition further. Each year the competition continues to grow with the number of entries, number of schools involved and community members who engage with the competition and mentally healthy message.

How did the community benefit from the project?

The Rockingham community enjoy this annual competition and the mentally healthy message it promotes. It helps the community to associate certain things they are already doing with being mentally healthy and creates a positive outlook on life.

What else?

The annual competition would not be possible without the funding from Healthway each year (\$10,000) and the City of Rockingham contributing the other 50% (plus) of the project costs. This is a great competition that produces many fantastic photos / entries each year. Most years we receive entries from whole families (mum, dad, brothers and sisters) so it is a great family activity that everyone can get involved in.



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6. Act-Belong-Commit Fun Run and Family Walk

Men's Resource Centre, Western Australia

What is this case study about?

This annual family event is suitable for people of all ages and abilities to get out and enjoy physical activity in friendly and attractive surroundings. Everyone from casual to elite runners took part, it was a great way to encourage friends, family and even workmates to get together to celebrate Australia Day with a healthy start. The main aim of the event was to get all of the Great Southern community off the couch and outdoors to enhance their physical, mental and social wellbeing. The Act-Belong-Commit message is heavily promoted before, during and after the event. The event is a great way to start the year off with healthy social activity. Being active, having a sense of belonging, and having a purpose in life all contribute to happiness and good mental health.



How did the project begin?

The event started in 2007 with the prime purpose of encouraging the Great Southern community to get active early in the year. The plan was to get families to utilise the early part of Australia Day, participate in an 8km fun run or a 4km family walk. Promoting the Act-Belong-Commit message seemed a perfect fit for the event. The event has become a popular Australia Day must-do on the Great Southern calendar.

What did you achieve?

In 2016 there were 122 participants, 75% completed the 8km fun run with the rest taking part in the 4km family walk. Much was achieved on the day with loads of Act-Belong-Commit handouts and prizes, and the message was heavily promoted on radio, TV and in the local papers before the event. This ensures participants are mindful of their mental health and the value of participating in community events.

How did the community benefit from the project?

The event attracts and receives great promotion, this leads to a better understanding of mental health and reduces stigma in the community. Each year the Men's Resource Centre learns from the previous year and adopts changes which will make the event more successful in the following year. In 2016 the event received TV coverage through GWN7 and this certainly spread the message to a greater audience across the Great Southern.

What else?

Doing physical exercise is a great way to promote and destigmatise mental health, the 2016 Australia Day Act-Belong-Commit Fun Run & Family Walk achieved this goal.

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7. Outdoors October

City of Subiaco, Western Australia

What is this case study about?

Outdoors October was a variety of initiatives held by the City of Subiaco with a health and wellbeing focus. This was intended to maximise the impact of outdoors activity and to generate an atmosphere of activity and vibrancy in Subiaco. The programs ran from during October 2016.

The programs were aimed at acknowledging Outdoors October, Mental Health Week and National Children's Week. All of the events promoted the Act-Belong-Commit message and were promoted through the campaign's website, and signage was displayed at events.

The events included:

- Outdoor community health checks
- Subiaco Walking Group
- Befriend BBQ: social inclusion barbeque
- Walk Over Subiaco Challenge
- Wildtime: storytime session for children and fathers
- Musical storytime in the park
- National Children's Week: Kids in Nature Village

How did the project begin?

The project was funded by the City of Subiaco and was used to promote the Act-Belong-Commit message and more generally, being active and mentally healthy in Subiaco. The project started in 2016 and was originally planned by City of Subiaco staff.



What did you achieve?

The Outdoors October events and activities were well received by the Subiaco Community. We provided an opportunity for members of the community to get outside and embrace the outdoors and improve their own mental wellbeing. The events and activities created an atmosphere and vibrancy in Subiaco.

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8. Men's Health Pitstop

Cobram District Health, Victoria

What is this case study about?

The Cobram Swap Meet Men's Health Pitstop has been held for the past two years. It is a joint project between Cobram District Health and the Cobram Rotary branch. The Pitstop program which promotes healthy lifestyle choices for men, compares their bodies to aspects of a car or mechanic's workshop. There are 10 different health check stations that can be used and we usually do a 'mini-pit stop' of three to four stations. We particularly wanted to raise awareness of the key messages promoted by Act-Belong-Commit to our farming community.

How did the project begin?

Cobram District Health was approached by the local Rotary branch to man a men's health based stand at their annual swap meet. This is held on the second Sunday in August every year. Cobram Rotary applied for funding through the local Shire's Health and Wellbeing Program to assist with funding the stand. We saw this as a fantastic opportunity to promote healthy lifestyle choices and connect with men from our local region in a relaxed setting. We formed an alliance with the 'Look over the Farm Gate' program from the Victorian Farmers Federation and Meguiars car products, both of whom provided giveaway products for the participants.

What did you achieve?

Over the past two years the Pitstop health check has been a highly successful stand at the Cobram Swap Meet. It is manned by Cobram District Health staff including allied health professionals, GP's and Community Health staff. There was a total of 120 men who participated in the program over the two years. All of these received information regarding the Act-Belong-Commit message as well as screening on blood pressure, diabetes risks and alcohol intake. They also received a voucher for a healthy lunch at the Cobram Rotary barbeque site after completing their screening with us.

How did the community benefit from the project?

The Community Health Promotion team have relished this opportunity to take the Act-Belong-Commit message to our local community. The Swap Meet is attended by men of all ages and offers a unique opportunity for us to promote healthy lifestyle choices in a fun and relatable way for the participants. Creating links with other organisations is a key part of the success of the Pitstop program as it allows the promotion of the program to men from different employment backgrounds while still keeping the healthy lifestyle messages consistent.



At the next Pitstop we plan to network with the local mechanics to promote the site in the weeks leading up to the event and plan to include a healthy lunch site adjacent to our stand. We would also like to include a larger number of GP's manning the stand.

What else?

Few events can run without cost and putting on a health screen stand on a Sunday requires an enormous commitment by our staff. We have been very fortunate with our Pitstop Men's Health events to have the Cobram Rotary branch providing us with some funding through their Moira Shire Grant application. They also provide the actual tent site cost free. All of the printed material for the participants was funded through Cobram District Health. There is a small cost associated with renting tables and divider stands for the displays. Luckily, the giveaways were provided for free by the Victorian Farmer's Federation and Meguiar's car care products.

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9. Healthy Melville

City of Melville, Western Australia

What is this case study about?

Healthy Melville is a mobile health promotion initiative, encouraging community uptake of healthy lifestyles. Funded through local business partnerships and promoting the Act-Belong-Commit mental health initiative, the project provides free outdoor fitness programs showcasing local parks and outdoor spaces within the City and promoting key healthy lifestyle messages at the City's parkland events. The project aims to encourage community uptake of healthy lifestyles, through facilitating free outdoor fitness classes for all ages, promoting key healthy lifestyle messages and conducting 'outreach' health promotion at local outdoors events in the City. The intervention is designed to reach all ages and demographics of the City's community.



How did the project begin?

The project began in March 2015, with the support of local business partners wanting to support a healthy Melville community and benefit from the opportunities the relationship provided in promoting their business.

The enabler for the project was the loan of a vehicle by Melville Holden which allowed promotion of Healthy Melville 'Bringing Health to Life' through colourful branding including the Act-Belong-Commit brand and the ability to transport the equipment and materials needed to facilitate the program.

What did you achieve?

The project has resulted in conversations with over 4,000 people about healthy lifestyles and how to keep mentally healthy. Additionally, an average of 45 children attended the Tunes for Tots Class (accompanied by parents and grandparents) and more than 3,500 people participated in the five-weekly classes from November 2015 to March 2017. Lastly, an average of 70 people attended weekly yoga and functional fitness classes, with 35 people attending each family and seniors class.

How did the community benefit from the project?

Developed to improve customer experience of health promotion by taking it to the community, the Healthy Melville slogan is 'Bringing Health to LIFE'.



The concept creates an innovative way to market health as desirable as an alternative to usual strategies, which market disease as a consequence of neglected health.

This unique initiative enables the City access to the community through targeted engagement and health promotion in beautiful outdoor settings across the City, adding to the experience of the community. The project outcome is that of the City's Health and Wellbeing Strategy; 'to improve the health and wellbeing of the City of Melville community'.

The opportunity to exercise in such beautiful locations adds to the appeal and sustainability of the classes, with an average of 50-100 people participating in classes. This has been sustained since the program began in October 2015.

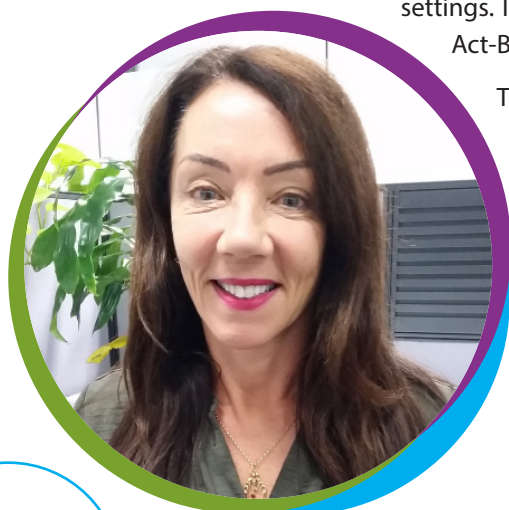
Regular participants develop new friendships from attending the sessions, flowing onto joining classes at the LeisureFit centres during winter months when classes take a break. Feedback from parents of participating children tell us that reluctant children are more likely to participate in outdoors activities and gain confidence and social skills from classes designed to engage children as a group.

What else?

An important aspect of the program is the external stakeholder involvement with organisations who share the vision of a healthy community. The City has been a partner with Mentally Healthy WA since 2011. As a partner, the City implements the Act-Belong-Commit message within the City of Melville. The goal of the campaign is to encourage people to be more proactive about their mental health and the City actively encourages this at all its community events and activities. The Healthy Melville initiative provides a unique opportunity to promote the campaign messages to the broader community, accessing and engaging people in recreational settings. The vehicle and all Healthy Melville collateral is branded with the Act-Belong-Commit logo.

The initiative also involves partnerships with additional external stakeholders who are keen to promote the positive health promotion messages of Healthy Melville. These organisations add value to the program by offering support to the project through provision of health expertise, and additional free advertising for the program's activities.

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10.

Lifestyle Fair

Yarrawonga Health, Victoria

What is this case study about?

Our objective has been greater social connection and we have worked to develop this within the local community. The Lifestyle Fair was developed with the aim to assist in connecting those that may be in need or isolated within the community. Community groups were invited to come along to the foreshore to showcase what they do and encourage others to join or volunteer with their group. We continue to develop partnerships with a shared focus to enhance connections and aid in social connection and community resilience.

How did the project begin?

Yarrawonga Health became a signed partner with the Act-Belong-Commit Campaign and have used the messages from this campaign to promote social connection.

Yarrawonga Health began the Lifestyle Fair with the aim to connect our community groups with individuals that may be feeling socially isolated. The fair is a forum where local groups showcase themselves whilst members of the public can come and see what it's all about. They can talk with current members to see what the group does, how to get involved and maybe join or volunteer.

What did you achieve?

The outcome from holding the Lifestyle Fair has been an increase in members and volunteers for these groups and also an awareness of the numbers of community groups and the diversity of roles they play in our area. Several groups have reported an increase in numbers which proves worthwhile to them and those who have joined.

How did the community benefit from the project?

Community groups have experienced difficulty in gaining new members and some have had a decline in their numbers. The Lifestyle Fair provides an accessible, non-threatening environment for the public to gain insight into what opportunities there are for them to become involved.

The Life Style Fair is in its fourth year and has been successful in providing a great opportunity to showcase what the Yarrawonga/Mulwala community has to offer. Yarrawonga Health developed the lifestyle fair to connect our community groups with individuals that are looking to get involved by joining or volunteering.

One of the community groups have taken messages from the Act-Belong-Commit campaign and have run a successful information evening discussing mental health and developed a resource that provides mental health support contact details.





What else?

The benefits have been the ability to work with other organisations and groups to not only raise awareness around mental health and wellbeing, but to also encourage others to promote social inclusion and develop activities that will involve more community members.

We will continue to establish and develop partnerships while maintaining the aim of increasing social connection.

Testimonial:

Penne Tregenza representing Yarrawonga Football Netball Club said, "Last year's Lifestyle Fair was amazing, I knew we had a lot of community groups in town but I was amazed by the number on display; there were groups that I hadn't even heard of. The day was a fantastic opportunity for our club to talk to existing members, meet new members and talk to those new to town, looking for ways to connect with the community."

Letter from participant:

"The little story of how the lakeside community fair really works.

We set up our stall at the Yarrawonga Mulwala Lifestyle Fair hoping to attract some new members for our little group. One of our older members had recently lost her daughter and did not want to come to staff the stall but thought she should get out and get some fresh air. Eventually after smiling at passers-by for what seemed like a very long time, a young woman came along and started chatting with us. She'd recently moved to Yarrawonga to help look after her father. She had lots of skills but having only been here a short time, had not made any friends.

Slowly our recently bereaved member started chatting to the young woman, asking more and more questions and as it turned out, they had many mutual interests, including photography and Basketball. As they chatted, I offered to grab some coffee and when I came back 15 minutes later, this 65 year old woman and her new 30 year old friend were deep in conversation. Their conversation has never really finished as they now meet every fortnight or so for that coffee they were so fond of.

That day at the Lifestyle Fair, our group may have made a new member - but more importantly, our Member's Secretary made a lifelong friend."

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Walking Group

City of Wanneroo, Western Australia

What is this case study about?

The primary aim of the project was to increase the amount of moderate level physical activity that community members, and more specifically seniors, could participate in within the City of Wanneroo. The secondary aim was to increase participant's social networks by gathering likeminded people together on a regular basis. The third aim of the project was to promote the Act-Belong-Commit message to the community.

How did the project begin?

A group of community members in the Girrawheen area expressed an interest in having a walking group, however, none of the members wanted to necessarily set up or lead the group.

With the Hainsworth Centre in Girrawheen having a full-time exercise instructor in the location, we decided to allocate a weekly walking group to this employee who could organise the group and lead walks.

We labelled the activity with the Act-Belong-Commit message, purchased merchandise and promoted the group as an Act-Belong-Commit walking group.

What did you achieve?

By promoting the group with the Act-Belong-Commit message it gave the group more 'legitimacy' and made the participants feel connected to a greater purpose.

We achieved a small regular group of participants that really embraced the Act-Belong-Commit message and this facilitated the promotion of the message within the community centre and neighbourhood.

How did the community benefit from the project?

Although there was only a small group of about eight, it gave those few individuals an extra 60 minutes of moderate level physical activity per week as well as increased their local social networks which in turn resulted in participants feeling a greater connection to the community centre and neighbourhood.

What else?

When the City's employee left, the group unfortunately diminished; so in light of that, next time we would really encourage greater ownership of the group to the members and appoint a leader. This approach should create a more sustainable model.

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12. Food for All

Yarrawonga Health, Victoria

What is this case study about?

'Food for All' is a campaign to recognise initiatives that support community access to healthy food. Our aim is to activate and create a local food system to facilitate healthier food access and availability within our local community. Our goal is to involve the wider community by getting kindergartens, child care centres, garden clubs and community members working together to supplement the supply of fresh fruit and vegetables to 'foodshare'.

How did the project begin?

While working on a healthy eating objective it was felt that there would be a benefit to our community to be able to help those in need in our local area. The plan was based on encouraging locals to help locals by increasing fresh produce supplied and increase a sense of community connection to those volunteering and helping out.

Food for All was a logo developed to aid our healthy eating objective, then was developed further because of the Act-Belong-Commit campaign. We met with some local community members that were interested in gardening and then worked with them as they developed the 'Over the Fence' group with the aim to increase the fresh produce supplied to Foodbank.

Foodbank supplies food to those in need in the community and the supply of quality fresh food can be difficult due to the distance of transport and being open three days a week.

Act-Belong-Commit messages are reflected within the group as they volunteer to work together with a common goal to help others.

- The group is made up of like-minded members keeping active by gardening at the Community Gardens.
- Being involved in the group, working alongside others Community Garden members and encouraging others to participate in this cause.
- Members feel good about the fact that this a way they can help others that may be at a time of disadvantage within their own community.



This group works toward building an inclusive group with a strong purpose of wanting to help others.

It is still early days yet in regards to this initiative with hopes to further develop the reach of this group. There has been some influence in local kindergartens by encouraging them to develop vegetable gardens with some advice from members of this group.

What did you achieve?

The Community Garden has donated two beds to be available for our campaign. Volunteers have helped out with donating seedlings and time for preparing the beds and planting. Fresh produce harvested has been donated to the local Foodshare.

Others that have beds at the Community Garden have been inspired by this and have also donated excess produce from their own beds.

How did the community benefit from the project?

The supply of fresh produce to Foodshare relies on fruit and vegetables sourced from Melbourne and distributed to the Foodshare centres. The produce that is spoiled and unsuitable for distribution is passed on to the animal shelter. By locals adding to this with donations of their excess produce, we anticipate a more sustainable supply of fresh produce and increase the availability of seasonal supply to our vulnerable community members that access Foodshare.

This enables the community to see a sense of purpose in aiding their own, also an opportunity for volunteering and connecting with others to maintain the garden beds. Ultimately it would be an advantage to be able to encourage more people to learn skills in growing fresh produce.

What else?

This campaign will require ongoing commitment and development of further partnerships. 'Over the Fence-Food for All' has been developed by a few keen champions and remains a work in progress.

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NOTES:



actbelongcommit.org.au