

THE STORY OF OUR PUBLIC HEALTH PLAN

CITY OF MANDURAH



Public Health and Wellbeing Plan
2020 - 2023



The why behind our PHP development

In 2012 Mandurah received federal funding under the Healthy Communities Initiative and developed a "Healthy Active Mandurah" plan, which was essentially our first PHP. The Mandurah Matters community engagement process then identified 'health' as a key focus area and recognised synergies where health overlapped with the other focus areas (social, economic and environment). We looked at all our other plans or strategies that may mention health or the PHP could dovetail into, such as our RAP and Access and Inclusions plans and we acknowledged priority populations to focus on - Aboriginal people, low socio-economic, mental health issues, disability and CaLD.

The development of a PHP was cognisant with our City Values and the State Health Plan 2019-2024. With all these areas aligning, our Mayor and Elected Members were enthusiastic and supportive to commence the process to develop our own PHP for Mandurah.

Our Public Health and Wellbeing Plan 2020-2023 and associated annual Action Plan 2020-2021, were endorsed in June 2020. These are strongly aligned with components of our Strategic Community Plan 2020-2040 along with the Public Health Act 2016 in terms of the framework, compliance and regulatory actions required. We also envisage it opening up health channels and conversations within our various local government teams and departments.

How we developed our PHP

Public Health Themes and Key Actions

Theme One: Planning for a healthy and active community	Theme Two: Building our community's confidence in Mandurah as a safe and secure city	Theme Three: Promoting a cohesive, connected and included community	Theme Four: Promote, disseminate and integrate key healthy messages and policies into City business
--	--	---	---

Our PHP was developed using a whole of City approach, lead by the Health Services team. We wanted a wide scope of skills, knowledge and input available to guide us.

We used results and information from our Mandurah Matters consultation, along with conducting specific community consultation and communications for the PHP. Stakeholders were engaged to generate partnerships and support networks and a final workshop was held to determine a consensus on the priorities and strategies.

A consultant with a long-standing history with the City drove most of the PHP development process, and in July 2019 the City of Mandurah appointed a Healthy Communities Officer as a dedicated role to drive the PHP implementation both internally and externally, along with other health promotion activities.

Outcomes to date

Our PHP was endorsed in June 2020 with an associated first-year action plan. This action plan embeds the activities and strategies into the responsible department's work plans to drive continued outcomes. Many of our first-year actions focused on entrenching the PHP internally and raising awareness about both what it is, as well as what it is not. These actions were aligned with other strategy outcomes and included;

- Improving the governance and promotion of volunteering
- Implementation of WA Foodborne Illness Reduction Strategy, including the "Play it Food Safe" campaign
- Workforce development
- Promotion of City infrastructure and natural environments.

Collaboration with our Corporate Communications team resulted in an annual communication plan to align various projects, strategies and policies into appropriate and deliberately timed and communicated messages, rather than ad-hoc, semi-related messages constantly going out from different departments, this also helped with our 'whole of council approach' to the PHP.

We have made progress on all nine action/outcome areas of our PHP, with some commencing prior to the PHP endorsement and have already been embedded into workflow plans and key deliverables for those associated departments.

Challenges and barriers faced

We had such great feedback to developing our plan that one of the main things we had to manage was monitoring the scope of the PHP to ensure it remained focused on localised issues that the City of Mandurah could impact or influence either directly or indirectly. As passionate as many stakeholders were, managing 'scope creep' to ensure our PHP remained broad and wasn't taken over by one specific organisation or issue was important to reflect all the public health priorities we had identified.

How to go about incorporating our RAP and DAIP's into the PHP also presented a challenge and opened up discussions around all three plans and their places within the Integrated Planning Framework model moving forwards.

Navigating around COVID was an obvious challenge to the initial project timeframe. We found we had to restart and reinstate our connections with both our stakeholders and the community once the COVID response and recovery plans had been established. We also had to address how 'pandemic planning' translated to the community and our position and responsibilities in this space.

COVID-19 impact?

As part of our COVID response, the City of Mandurah developed a Vulnerable Communities Framework which captured the following areas/issues of concern;

- families and early year development
- family domestic violence
- mental health
- employment
- financial stress

Some roles changed slightly (EHO, Healthy Communities Officer) to widen their scope to suit the emerging requirements around COVID (eg - the HCO role expanded to incorporate emergency food relief and a mental health focus). The City called on previous networks and relationships to drive quick action and response and many local governments collaborated on ideas, strategies and outcomes.

We ran Act Belong Commit campaigns to support the mental health of our residents and overall we believe we have had primarily a positive response to COVID with guidance from our Emergency Management Plan, our Leaders and various frameworks. We have had the ability to be more flexible and agile that is historically the case for many local governments and think it has enhanced the understanding about local governments role in public health, and therefore our PHP.

Key lessons and words of wisdom

Build on what is already being achieved in your council, and what works well. There is a lot going on in the space of public health that may not be considered initially a 'public health' project or campaign by many, it just needs to be pulled together and reframed sometimes. Do not try and reinvent the wheel, talk with other local governments and stakeholders to share knowledge, skills and ideas however ensure there remains an appropriate focus on your own localised priorities and issues.

Developing relationships with key partners and know who is doing, and can do what within your area and around your PHP outcomes.

