

Name of PCP	Central West Gippsland Primary Care Partnership
Case Study Title	Food security in Baw Baw
Which PCP Program Logic domain does your case study relate to?	Program Logic Domain 3: Prevention
What was the need?	The Victorian Government identified “promoting accessible and nutritious food” as a health priority (2007-2012) and subsequently, the Central West Gippsland Primary Care Partnership (CWGPCP) adopted food security as a priority in 2007. Food security continues to be a priority for CWGPCP in the 2013 – 2017 Strategic Plan and is also a Gippsland wide Integrated Health Promotion priority. Over the past 5 years the CWGPCP has undertaken extensive local research (including data collection, mapping and consultation) in collaboration with community and partner agencies. A number of reports have been generated from this research, demonstrating significant evidence of food insecurity within the municipality. A number of causative factors of food insecurity were also identified including high food costs, low economic access and low population socio-economic status. In order to guide local action and planning for food security in the Baw Baw LGA. This body of evidence was then used to inform the development of a Food Security Recommendations Report.
What was the aim of the initiative/action?	Increase access to, and consumption of, healthy and nutritious food for the Baw Baw community, especially children and people on low incomes who are at higher risk of food insecurity.
Who was the target group?	Anyone living in the Baw Baw LGA, with a focus on those most at risk of food insecurity.
What was the setting?	Baw Baw Shire is located in the West Gippsland region, approximately 100km east of Melbourne with an estimated resident population of 45,945 ¹ . In 2008, approximately 5.6% of Baw Baw residents were reported to have experienced food insecurity ² . Local research has also shown that households in the catchment are going without food, rationing food and compromising food quality to meet essential living costs including rent, electricity, transport and medications ³ .
Who did you work with?	CWGPCP partnered with Baw Baw Shire Council (BBSC) West Gippsland Healthcare Group (WGHG), food relief agencies, food producers and retailers and community members across the Baw Baw Shire.
How did you do it?	Based on the recommendations from the CWGPCP Food Security Recommendations Report, the CWGPCP established a Food Security Coalition. The Coalition consists of an overarching steering committee and three working groups including a Strategic Planning Working Group, Community Food Access Network Working Group, and Emergency Food Relief Network. The Coalition brings together local government, community health, emergency relief agencies, neighbourhood houses and the community to work toward improving food security in Baw Baw. Each working group engages agencies from specific areas to work collaboratively and implement initiatives to improve food security at all levels - from environmental policy through to emergency relief. Mapping of existing food related initiatives was also undertaken. This included mapping of community kitchens, food co-ops, vegetable gardens and breakfast

¹ Profile ID. (2014). *Welcome to Baw Baw Shire Community Profile*.

² Victorian Government Department of Health. (2013). *2012 Regional health status profiles – Gippsland Region*.

³ Central West Gippsland Primary Care Partnership. (2012). *Central West Gippsland Food Security Recommendations Report*.

	<p>clubs. The Coalition was then able to use this data to strengthen the network of agencies and community members working toward improving food security, and enhance coordination and collaboration of efforts. The mapping also informed planning of interventions through identification of opportunities and gaps. The CWGPCP currently support the Coalition and its working groups with collaboration and coordinated delivery of a number of key strategies including (but not limited to) ongoing monitoring of food insecurity indicators, development of a community vision and objectives to be driven by the Baw Baw Food Movement (a community owned and driven network), coordinated access to emergency food relief, integrating action on healthy eating and food security at strategic planning level by different departments of local government, grant sourcing, media exposure and promotion, and supporting collaboration with the Municipal Public Health planning process.</p>
<p>What was achieved? (Consider whether results were benefits for clients and/or for service providers and/or for the system)</p>	<p>The United States Department of Agriculture (USDA) Household Food Survey, conducted in Drouin in 2014, shows an overall improved security status for Drouin residents, compared to the findings in 2012.</p> <p>This improvement in food security may be attributed to the collective impact of a number of interventions operating concurrently across Baw Baw. A more detailed list of activities and achievements can be seen in the Infographic attached at the end of the report.</p>
<p>What is the status and sustainability?</p>	<p>This project will be continued through the Baw Baw Food Security Coalition and its engaged key stakeholders. CWGPCP is committed to integrating food security work with existing initiatives to strengthen collaboration and partnerships across Baw Baw. Further, by embedding food security into the Baw Baw Municipal Public Health and Wellbeing Plan, council commitment to work in this area is also secured for the current 4 year cycle.</p>
<p>What was the specific role of the PCP?</p>	<p>CWGPCP established and continues to facilitate 3 of the 4 Coalition working groups, having a representative at the meetings to provide guidance and advice regarding evidence based interventions, planning, evaluation and integration of initiatives. CWGPCP drives monitoring of the Coalition and its work to ensure that initiatives are being evaluated and are having the desired outcomes. This includes annual completion of the Victorian Healthy Food Basket Survey to monitor food pricing and availability, and annual Partnership Survey to monitor partnership functioning and sustainability. CWGPCP also facilitates the bi-annual completion of the USDA Food Security Survey to capture food security status at a population level. Additionally, CWGPCP also brings together numerous partners to facilitate collaborative food security work, and employs a Project Officer to sit within Council (part-time) with the role of driving food security within local government.</p>
<p>What lessons have you learnt?</p>	<p>Identifying an internal member of council with a passion for food security enabled recruitment of this member to the position of Chair of the Coalition. Identification and engagement of key community members also enabled driving food security interventions within the geographically dispersed communities of the municipality. Continual monitoring and evaluation using a number of data collection tools, including the USDA Food Security Survey and Healthy Food Basket Surveys is important as food security is a complex issue and a number of interventions operating across the continuum of health promotion are essential for effective reach and sustainable change.</p>
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<p>Position/Title</p>	<p>Executive Officer, CWGPCP</p>



CENTRAL WEST
GIPPSLAND
Primary Care Partnership

Food Security Achievements 2013-2015

170 people attended Longwarry 'Let's Talk About Food' event

Edible landscapes
in Longwarry

Community
Conversations
event
toolkit
developed



Engagement across multiple
Council Business Units – Healthy
Communities, Economic
Development, Human Services,
Communications, Urban
Operations,
Environmental Health,
Business Development,
Strategic Planning



SecondBite delivering
6 tons of free fresh
produce to
Baw Baw each
month



5 School Breakfast
programs operating in
schools

'Go for **2** and **5**' posters distributed to Family
Day Care, Maternal and Child Health, special
needs playgroup and Planned Activity Group

Social enterprise Baw Baw
Food Hub growing and selling
local produce to residents

Meals on Wheels
menus
assessed



7 Community
and School
gardens



Community members in
Emergency Housing have access
to **free fresh produce**
through collaborative food
relief efforts



Communication plan developed

Warragul farmers market
attracting over **3000**
people monthly



Drouin Food Security Survey conducted Sept
2014

Longwarry food outlets showcasing healthier
options



75
community
members
committed to
engaging in
a community
food activity

31 food
premises
using
healthier
oils



FFaBB Steering Committee
Coalition and Strategic
Planning Working Group
established

130 people
attended the
Baw Baw Food
Movement Forum



Food security
embedded in
Municipal Public
Health and
Wellbeing Plan



40 men completed
Blokes in the Kitchen

Baw Baw Shire Healthy
Catering Guide developed



Farm-gate sales guidelines
simplified and promoted to
local growers