

CENTRAL WEST
GIPPSLAND
Primary Care Partnership

Baw Baw Food Security Coalition

Comprehensive Overview Report

Original Publication April 2017
Updated June 2019

BAW BAW FOOD SECURITY

AIM

**INCREASE
ACCESS TO &
CONSUMPTION OF**
HEALTHY & NUTRITIOUS FOOD FOR
THE BAW BAW COMMUNITY



**HOW
WE
DO IT**

- Facilitating a **COLLABORATIVE**, multi-strategy approach
- BRING TOGETHER** community, local businesses & health & human services
- Building **CAPACITY** of key stakeholders

**WHOLE
COMMUNITY
APPROACH**



**7
YEARS**



**3 WORKING
GROUPS**

STRATEGIC PLANNING WORKING GROUP

COMMUNITY FOOD ACCESS NETWORK

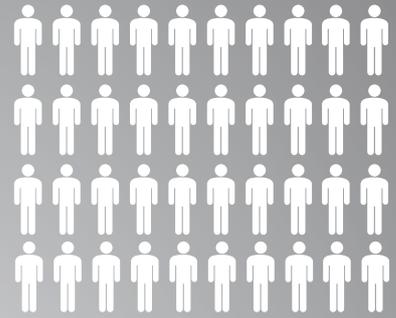
EMERGENCY FOOD RELIEF NETWORK

233

INTERVENTIONS

WORKING GROUP MEMBERS

40+



55%

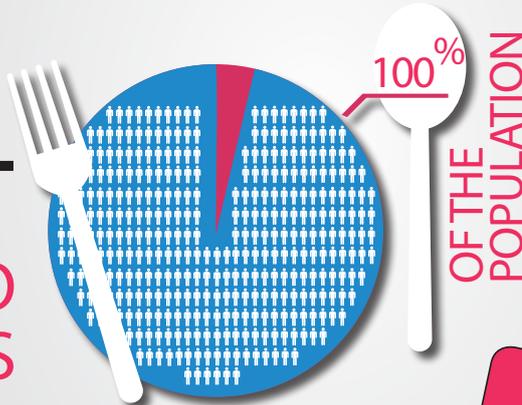
BAW BAW POPULATION PARTICIPATION IN INTERVENTIONS

28,314

REACHED

50,000+

EXPOSED TO INTERVENTIONS



IMPROVED

OUTCOMES ACHIEVED



FOOD SECURITY

COLLABORATION & ACTION

ACCESS & AVAILABILITY



FRUIT & VEGETABLE CONSUMPTION ABOVE THE VICTORIAN AVERAGE



Executive Summary

This document provides an overview of the Baw Baw Food Security Coalition and its achievements to date. The Coalition has been in operation since 2012 and aims to increase access to, and consumption of healthy and nutritious food for the Baw Baw community.

How we do it

- Facilitating a collaborative, multi-strategy approach
- Bringing together community, local businesses and health and human services
- Building capacity of key stakeholders

Who we are

- Strategic Planning Working Group
- Community Food Access Network, known as the Baw Baw Food Movement
- Emergency Food Relief Network

Impacts

- Baw Baw - whole of community approach
- 7 years of collaboration
- 3 working groups
- 40+ working group members
- 233 interventions
- 28,314 people reached by the different interventions
- 55% of the Baw Baw population participating in interventions
- 100% of the Baw Baw population exposed to interventions and/or messages of the food security coalition

Outcomes

- Improved collaboration and action
- Improved food security
- Improved access and availability
- Fruit and vegetable consumption above the Victorian average

CWGPCP is committed to integrating food security work with existing initiatives in order to strengthen collaboration and partnerships across Baw Baw. The Baw Baw Food Security Coalition recognises the importance of linking their food security work with existing groups and initiatives already occurring in the area.

This collaborative approach recognises that no one intervention will address food security, and to successfully tackle the issue a multi strategy approach must be implemented to ensure that food security is addressed at all stages of the intervention continuum, from the provision of an emergency food parcel to the planning of 'food sensitive' shires.

Introduction

This document provides an overview of the Baw Baw Food Security Coalition and its achievements to date.

The Baw Baw Food Security Coalition has been in operation since 2012. The Coalition brings together local government, community health, emergency relief agencies, and the community to work toward improving food security in Baw Baw.

Background

Food security can be referred to as an individual or community's ability to access healthy, affordable and appropriate food. Food insecurity can therefore be defined as having limited or irregular access to safe and nutritional food from a non-emergency source.

The Victorian Population Health Survey (Department of Health, 2008) identified Gippsland as having a higher incidence of food insecurity (5.8%) in comparison to the Victorian state average of 5.6%.

The Victorian Government identified "promoting accessible and nutritious food" as a health priority in 2007 and subsequently, the Central West Gippsland Primary Care Partnership (CWGPCP) adopted food security as a priority. Since that time food security continues to be a priority for CWGPCP, as reflected in its 2018 – 2020 Strategic Plan and is also a Gippsland wide prevention priority.

This work aligns with and contributes to the Victorian Public Health and Wellbeing Plan 2015-19 Priority Area #1: Healthier Eating and Active Living. Furthermore, action to improve food security in Baw Baw is strongly embedded into the Baw Baw Municipal Public Health and Wellbeing Plan 2017 – 2021, under Objective 3: Healthy Eating and Active Living and Objective 5: Leadership for a Healthy Baw Baw.

Further data collection was required to identify towns experiencing food insecurity and interventions most suitable for local communities at risk. Over the past 11 years CWGPCP has produced many valuable research pieces that have been undertaken in collaboration with the community and partner agencies. It was envisaged that by undertaking investigative research in Central West Gippsland (CWG) that this body of evidence would increase local action and inform planning.

Local data collection and research to date has included in-depth food access and transport mapping, mapping of existing food related initiatives including community kitchens, food co-ops, vegetable gardens and breakfast clubs, and intensive community consultation.

In addition to this research, CWGPCP has also been monitoring local food security indicators in Baw Baw. The cost and availability of healthy food has been monitored through administering the Victorian Health Food Basket (VHFB) survey. Furthermore the United States Department of Agriculture (USDA) Household Food Security Survey has been

conducted bi-annually since 2012 to assist in monitoring the level of food security experienced by residents in Baw Baw.

See Appendix 1 for a timeline and list of key reports conducted by CWGPCP.

These reports showed significant evidence of food insecurity due to numerous factors including high food costs and low population socio-economic status (Favre, 2010). The individuals found to be most affected by food insecurity in Central West Gippsland include people on low incomes, older people, young people and people living in isolated areas.

This evidence base was used to inform the development of the *Food Security Recommendations Report*, released in 2012 to provide guidance on the types of interventions to implement in Central West Gippsland in order to improve food security within our local area.

In addition to local data, the interventions within the Recommendations Report draw upon the Tasmanian Governments 'Food for All Tasmanians', a food security report which focuses on increasing access and supply of affordable and nutritious food through community driven approaches. The Recommendations Report identifies four priorities to address food insecurity at a local level which include:

- Increasing food access and affordability
- Building community food solutions
- Regional development and supporting food enterprise
- Planning for local food systems

By using a social inclusion perspective, focusing on vulnerable people and places, and drawing on best practice, it was envisaged that an evidence based community action plan could then be constructed to reduce food insecurity in CWG. The CWGPCP has been dedicated to addressing food security in our local area, and continues to support agencies to work collaboratively on the issue for improved food security outcomes for all members of our community. The method for this work to date is described below.

Aim and Objectives

The overall aim of the Coalition is to 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.

The Coalition aims to fully address the multiple drivers of food security by;

- Facilitating a collaborative, multi organisational approach by key stakeholders across sectors in the Baw Baw Shire area that addresses the multiple levels of the intervention continuum
- Supporting key stakeholders to use the information presented in the CWGPCP Food Security Recommendation Report and other local research to guide how they address food security in their local areas.

- Build capacity of key stakeholders to ensure they can best meet their objectives with regard to improving food security and embed food security into their plans, policies and day to day work.

Priority Population

Anyone living in the Baw Baw LGA, with a focus on those most at risk of food insecurity.

Setting

Whole of community approach. This includes place based interventions where the people of Baw Baw - and those most at risk of food insecurity - live, work, learn and play.

Methodology

As a result of the CWGPCP Food Security Recommendations Report (2012), the Baw Baw Food Security Coalition was established in 2012.

The Coalition brings together local government, community health, emergency relief agencies, and a diverse range of community organisations and members to work toward improving food security in Baw Baw.

The Coalition consists of the following 3 working groups who work collaboratively to implement initiatives that improve food security at all levels of the health promotion continuum, from environmental policy to emergency food relief:

- Strategic Planning Working Group (upstream)
- Community Food Access Network, known as the Baw Baw Food Movement (midstream)
- Emergency Food Relief Network (downstream)

The CWGPCP facilitates the 3 groups in order to bring together numerous partner agencies from multiple sectors. Each working group engages specialists from these specific areas to work collaboratively to address and improve food security. The CWGPCP provides guidance and advice to members of the working groups regarding evidence based interventions, planning and evaluation and integrating initiatives where possible linkages are identified. The Coalition is also committed to continual data collection and monitoring of food security and food pricing in the Baw Baw area using the VHFB and USDA surveys.

The governance model of the Coalition, with its three distinct working groups (each with their own action plans and objectives) offers a robust framework for a true multi-sectoral, collective impact approach to food security in Baw Baw. It creates an environment in which each group has a clear understanding of their purpose and role in working towards the common goal of improving food security, and also galvanises the drive of each of the groups in knowing that they are supported by each other's efforts. CWGPCP acting as a conduit

between each of the working groups also fosters collaboration between the synergies of the groups, and further fosters collaboration on specific projects where appropriate.

The Coalition was able to use the data and mapping previously conducted 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 the identification of opportunities and gaps.

The CWGPCP currently supports the Coalition and its working groups by collaborating and coordinating the delivery of a number of key strategies including, but not limited to:

- Ongoing monitoring of food insecurity indicators, including conducting the Victorian Healthy Food Basket Survey and USDA Food Security Survey bi-annually
- Ongoing monitoring and evaluation of the collective impact of the Coalition
- Facilitating the development of a community vision and objectives for the Baw Baw Food Movement (a community owned and driven network)
- Facilitating the development and ongoing monitoring of the Baw Baw Food Movement's annual action plans, which are driven, owned and delivered by community members
- Enabling and supporting collaboration and coordinated action between emergency relief providers to assist in improved service delivery and provision of emergency food relief in Baw Baw Shire
- Integrating action on food security and healthy eating at a strategic planning level through collaboration by different departments of local government, guided by VicHealth's '10 Ways Local Government Can Act On Food Security' framework
- Grant sourcing
- Implementation of the Coalition's Communication Strategy, including social media and newsletter campaigns, facilitating media exposure and promoting of the work of the Coalition and its working groups
- Assisting members of Coalition working groups to advocate in relevant planning, policy and strategy projects and consultations in both Baw Baw and beyond which impact food security
- Supporting alignment and integration into the 'Being Healthy in Baw Baw' Municipal Public Health & Wellbeing Plan (MPHWP) for all working groups of the Coalition
- Capacity building of Coalition members to understand the key drivers of food security and to identify critical points of influence and action to improve food security in the community

Action at all levels

CWGPCP and the Coalition recognise that food insecurity is a complex issue that no single intervention will address. To successfully tackle the issue a multi strategy approach must be implemented to ensure that food security is addressed at all stages of the intervention continuum, from the provision of an emergency food parcel through to the planning of 'Food Sensitive' shires.

Figure 1 provides a pictorial representation of the Food Security Coalition and how each working group is strategically aligned with the continuum of health promotion to impact food security at all levels.

The approaches taken with each of the working groups of the Coalition is detailed below.

Strategic Planning Working Group (SPWG), Baw Baw Shire Council

The CWGPCP employs a project officer to sit within Baw Baw Shire Council (BBSC) 1 day per week with the role of driving food security within local government.

Guided by Vic Health's '10 Ways Local Government Can Act On Food Security', the Baw Baw Food Security Strategic Planning Working Group (SPWG) provides a forum for strategic thinking, collaboration and action to achieve systemic change to policy and planning within BBSC in order to build community food solutions that are sustainable in the long term.

The SPWG currently engages 12 different departments across council. It operates as a network across BBSC Business Units in relation to critical points of influence in the Council (with relation to impacting food security). It is also a platform for information exchange about initiatives to improve food security, which are working within the Shire and elsewhere in Australia.



Image 1: Members of the Baw Baw Shire Council (BBSC) Strategic Planning Working Group

Objectives of the Strategic Working Group are to:

- Collaborate across Business Units of Council to ensure that food security has a strong presence in the Municipal Public Health and Wellbeing Plan (MPHWP) and other strategic business and policy areas for BBSC
- Work strategically across Business Units of Council to ascertain enablers that are within the Council's control to impact on food security
- Develop a plan of action to harness efforts across Business Units and implement priorities
- Gather and analyse information about matters related to food security in Baw Baw and beyond
- Share information across Business Units regarding activity that impacts food security
- Ascertain links to regional, state and national food security initiatives
- Provide other stakeholders (internal and external to the Shire) with consistent messaging about food insecurity
- Identify and build relationships with other stakeholders relevant to the Action Plan

The work of the SPWG has both delivered on, and been enabled by several key strategic documents over the past seven years. This includes:

- The Baw Baw Municipal Public Health and Wellbeing Plan (2017-2021) and priority area #3 'Healthy Eating and Active Living'.
- Council's Baw Baw 2050 vision of "Happy, healthy people sharing prosperity and knowledge from living sustainably and in harmony with our rural identity, thriving villages and productive and inspiring landscapes."
- Council Plan (2017-2021), notably strategic objective: 'Vibrant Communities' and the strategy 'Support the community to enhance their health and wellbeing'.

Baw Baw Food Movement (BBFM)

In partnership with Baw Baw Shire Council, a successful launch event for the BBFM was held in June 2015 and attended by approximately 130 people. Investment was also made at this time into branding and establishing a social media presence. From here, a series of planning meetings were facilitated by the CWGPCP, resulting in a shared vision, objectives, and 12 month action plan which was co-designed with the group.

The Baw Baw Food Movement's vision is of: *"A connected, sustainable and fair local food system that protects and enhances the health of people, the environment and economy."*

The BBFM has developed and works toward four shared objectives, which are to:

1. Improve health through increasing consumption of healthy and nutritious foods
2. Support a local food system that uses sustainable farming, gardening and food production practices
3. Connect food producers, suppliers, and retailers with each other and the Baw Baw community
4. Support, strengthen and develop a food economy that increases the supply, availability and demand for locally produced food

The Baw Baw Food Movement recognises that healthy food is a fundamental human need and a basic human right. Food is essential not only as a source of physical nourishment, but it also plays a central role in our social lives and culture. The BBFM strive to raise the profile and value of locally produced, safe and healthy food for a healthy and resilient community into the future.



Image 2: Baw Baw Food Movement Launch Flyer, 2015

The BBFM has a current membership of approximately 267 people, with a core group of approximately 20 active members. The group are currently working on their fourth Annual Action Plan which is community owned and led. The group are also a partner contributing to the Baw Baw Municipal Public Health and Wellbeing Plan. This recognises the BBFM's role in prevention and their contribution to health and wellbeing for the Baw Baw community.

The CWGPCP continue to support and build the capacity of the BBFM, as well as ensure the necessary foundations are in place to ensure a successful, gradual transition of the group to becoming entirely community driven and sustainable.

Bi-monthly meetings continue to be held to facilitate the delivery of the work of the group's annual action plans, build networks and identify new opportunities, all of which compliments and supports the work of the two other working groups of the Food Security Coalition.



Image 3: Members of the Baw Baw Food Movement

Emergency Food Relief Network (EFRN)

Currently facilitated by the CWGPCP, the Emergency Food Relief Network consists of 17 members representing organisations in the charitable, social and human service sectors.

The group meets bi-monthly, and acts as a platform for networking, resource sharing and information exchange to assist in service delivery and provision of emergency food relief in Baw Baw. It also provides a valuable opportunity for collaboration and partnering on projects that address common issues and goals with regard to emergency food provision in Baw Baw Shire.



Image 4: Volunteers at Longwarry & District Lions Club unpacking boxes of food relief from Foodbank Victoria

Understanding Food System Complexity in Baw Baw

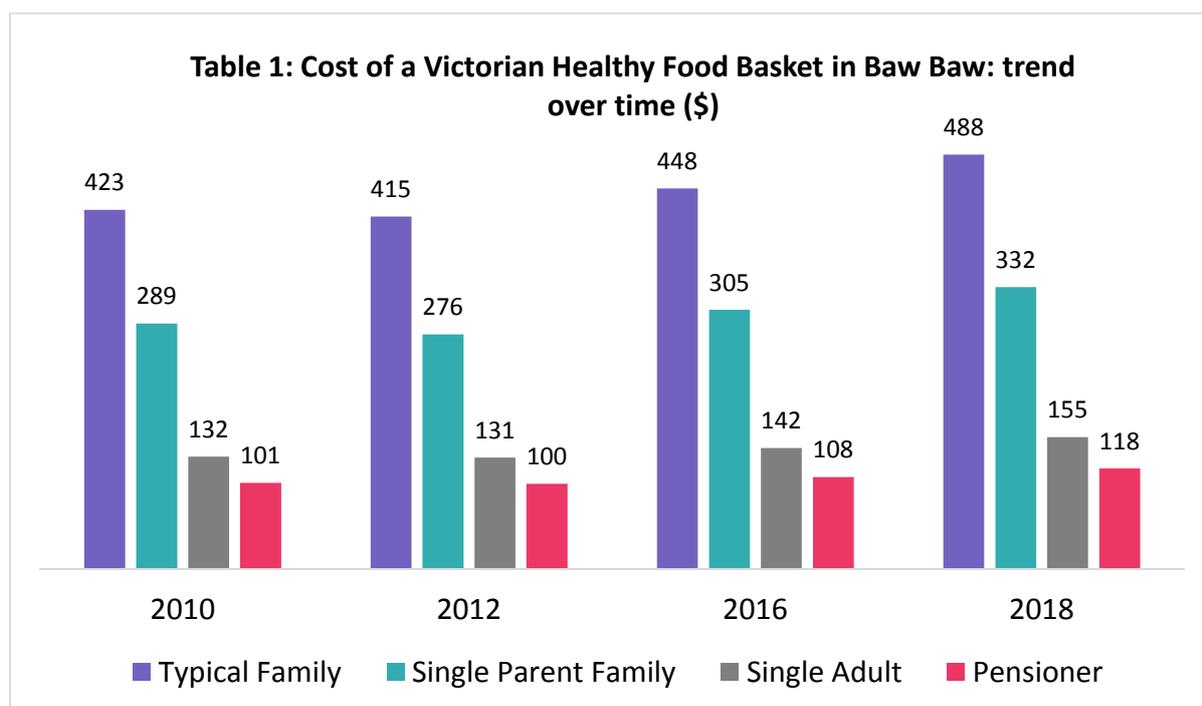
A number of research projects have been undertaken by CWGPCP and in partnership with members of the Coalition. These research projects have been undertaken for the purpose of:

- Ongoing monitoring of local food security indicators
- Gaining a better understanding of the complexities of the local food system and the drivers of food insecurity in Baw Baw
- Informing future planning, initiatives and food security advocacy in Baw Baw

A full list of research and reports prepared by CWGPCP can be found in appendix 1.

Victorian Healthy Food Basket Survey: 2012 to 2018

CWGPCP has been monitoring food cost trends over time through the administration of the Victorian Healthy Food Basket Survey (VHFB). This survey tool developed by Monash University measures the cost of a healthy basket of food for four different family types for a fortnight.



Data Source: CWGPCP, Bramwell, Pilgrim & Shellard, 2018.

This research demonstrates that since 2010, food prices have increased over time for all four family types. This research also indicates that the cost of a VHFB has consistently been more expensive in smaller, satellite towns in outer Baw Baw since 2010 compared to the major townships of Drouin and Warragul for all family types. Furthermore, the fruit component of a VHFB has increased the most in price from 2010 – 2018, by \$42.

Food Access Mapping

The availability of healthy food, and the cost of healthy food are critical factors influencing people's ability to access healthy food and make healthy food choices (VicHealth 2010). Recognising this, CWGPCP has conducted research into the level of access to and affordability of food in Baw Baw in 2017.

This project saw all food access points in Baw Baw plotted using Geographic Information Systems (GIS) mapping to show a visual overview of food access points in Baw Baw Shire. A series of maps were generated illustrating the density of the different types of food outlets (i.e. fresh versus typically discretionary), their proximity to education centres and areas of low socio-economic status. Figures 2 and 3 below depict two such maps, illustrating the density of typically fresh food retailers versus discretionary food retailers in the major township of Warragul.

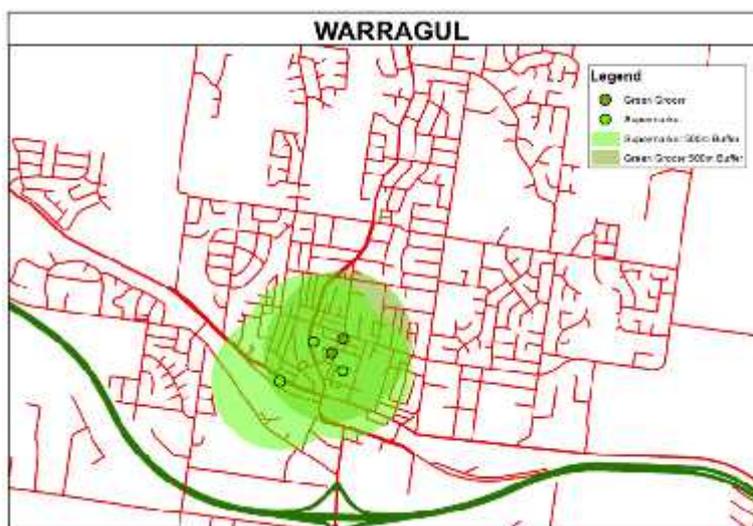


Figure 3 (left): GIS Mapping of Greengrocers and supermarkets Warragul

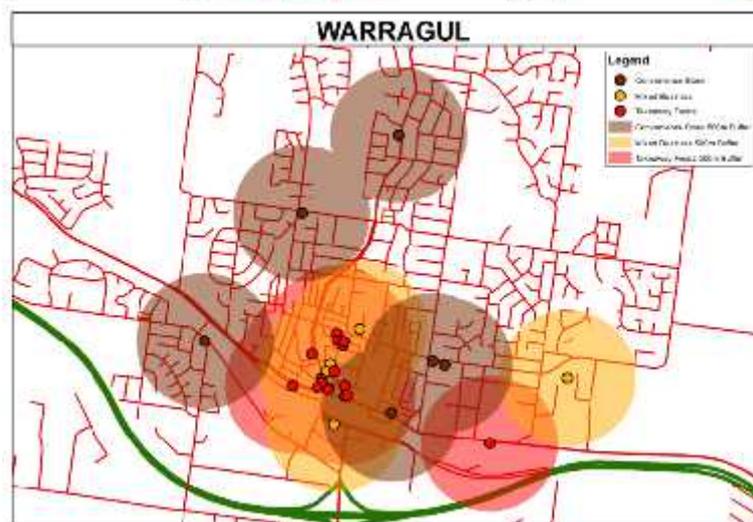


Figure 2 (left): GIS Mapping of convenience, mixed business and takeaway food outlets in Warragul

Figures 2 & 3 Source: *Availability and Affordability of healthy food in Baw Baw: 2017 (CWGPCP)*

Results of this mapping and research shows that there is a disproportionate number of fresh food outlets in Baw Baw Shire when compared with outlets which typically provide discretionary food choices. There are 40 outlets selling predominantly fresh foods compared to 216 selling discretionary foods.

See CWGPCP report: 'Availability and Affordability of healthy food in Baw Baw: 2017' for more information.

For every 1 fresh food outlet there are 5.6 fast food or takeaway outlets in Baw Baw

Systems Mapping

'Systems mapping' is a way to demonstrate and understand the complexity of issues and the ways in which different factors or drivers are inter-related and influence each other. This information can be used to guide activity to tackle complex problems. Utilising the STICK-E systems mapping software developed by Deakin University, CWGPCP has undertaken two systems mapping projects in Baw Baw. These are detailed below.

1. Drivers of Sugary Drinks Consumption in Baw Baw: Systems Mapping

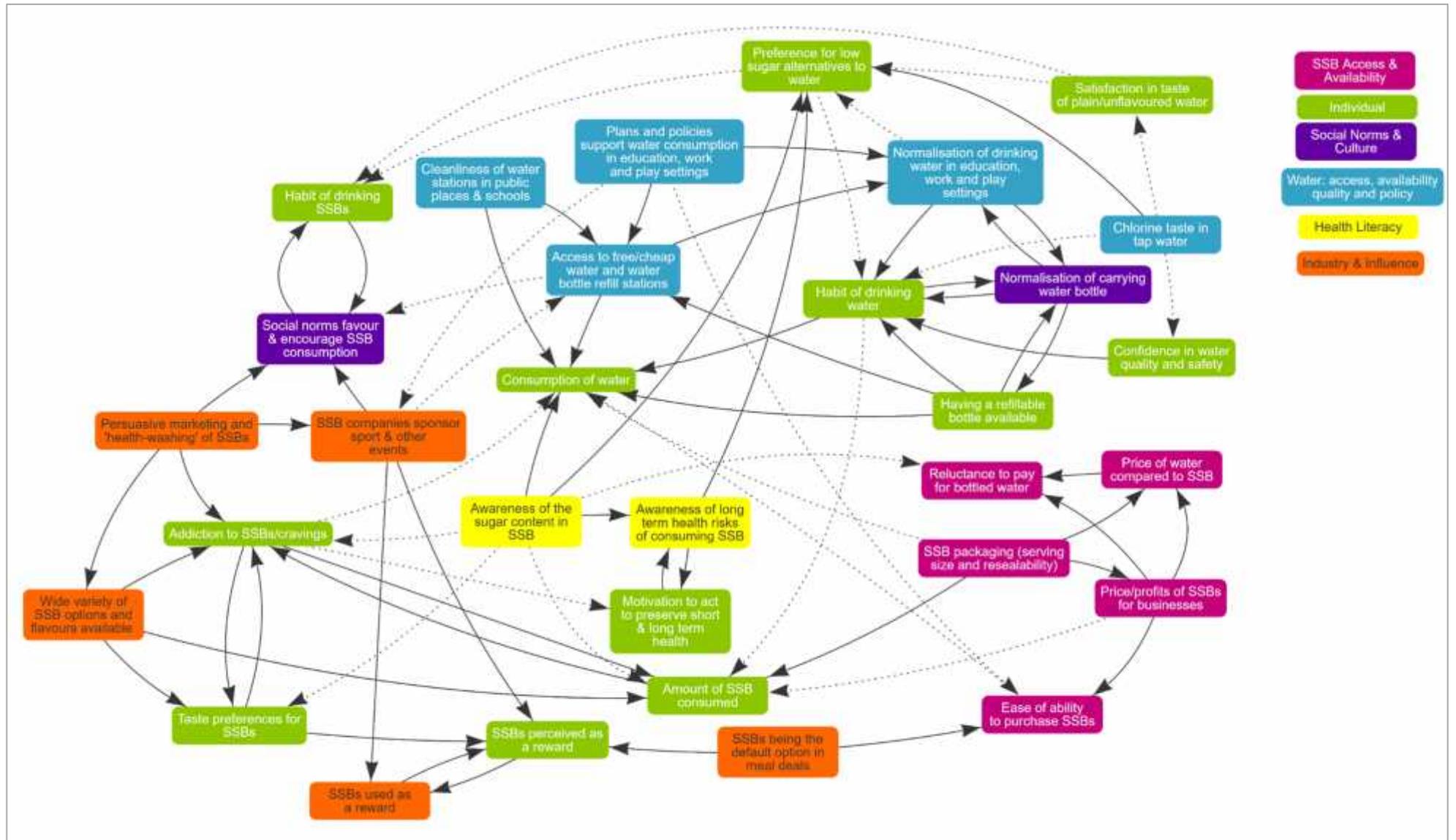
The proportion of adults who consume sugary drinks daily in Baw Baw (12.8%) is higher than the Victorian state average (11.2%) (Department of Health, 2014). In September 2018, CWGPCP in partnership with its members hosted two systems mapping workshops with community members to ascertain the drivers of sugary drink consumption in Baw Baw. These workshops resulted in the development of a systems map illustrating the drivers of sugary drink consumption in Baw Baw as seen in figure 4.. This mapping is currently being undertaken by all Gippsland Primary Care Partnerships (PCP's) and will inform regional priorities and interventions which will address the common, underlying drivers of sugary drink consumption across Gippsland.

2. Food Security in Baw Baw: Systems Mapping

CWGPCP has been working with Coalition members to develop a systems map to understand the complexity of food security in Baw Baw Shire. This drivers identified in this map have been informed by consultations, thematic analysis of meeting discussions and minutes, actions/areas of action identified by community members in BBFM action plans, and other local and state level research and evidence such as the Victorian Population Health Survey.

Figure 5 shows the Food Security in Baw Baw System Map. CWGPCP is currently working with members of the Coalition to utilise this mapping to inform future interventions and identify critical areas of influence for all three working groups.

Figure 4: Drivers of Sugary Drink Consumption in Baw Baw, 2018 – Systems Map



Outcomes of the Coalition

Improved Food Security

CWGPCP monitors a number of food security indicators to assess the impact and outcomes of the Coalition. These include (but are not limited to) the following:

Victorian Population Health Survey

The Victorian Population Health Survey (VPHS) has measured the prevalence of food insecurity in Baw Baw routinely since 2008. In 2014, a more detailed food security survey was undertaken.



Source: Victorian Population Health Survey

1. Department of Health, 2008

2. Department of Health, 2014

3. Department of Health and Human Services, 2019

Note on interpretation of findings:

It is important to note that due to the methods undertaken and the sample size used in each VPHS, **it is not advised to compare data against another time period to track changes in food security over time.** Different time periods can be compared only when observed difference in the statistic exceeds the range of 7-10% difference (p. 124, DHHS, 2017). Therefore, results and trends over time must be interpreted with caution.

USDA Food Security Survey - Drouin

CWGPCP has been routinely monitoring the food security status of the Drouin North community through the administration of the United States Department of Agriculture (USDA) Household Food Survey, conducted in 2012, 2014, 2017 and 2019. Figure 6 (below) depicts the food security trends over time for the Drouin population.

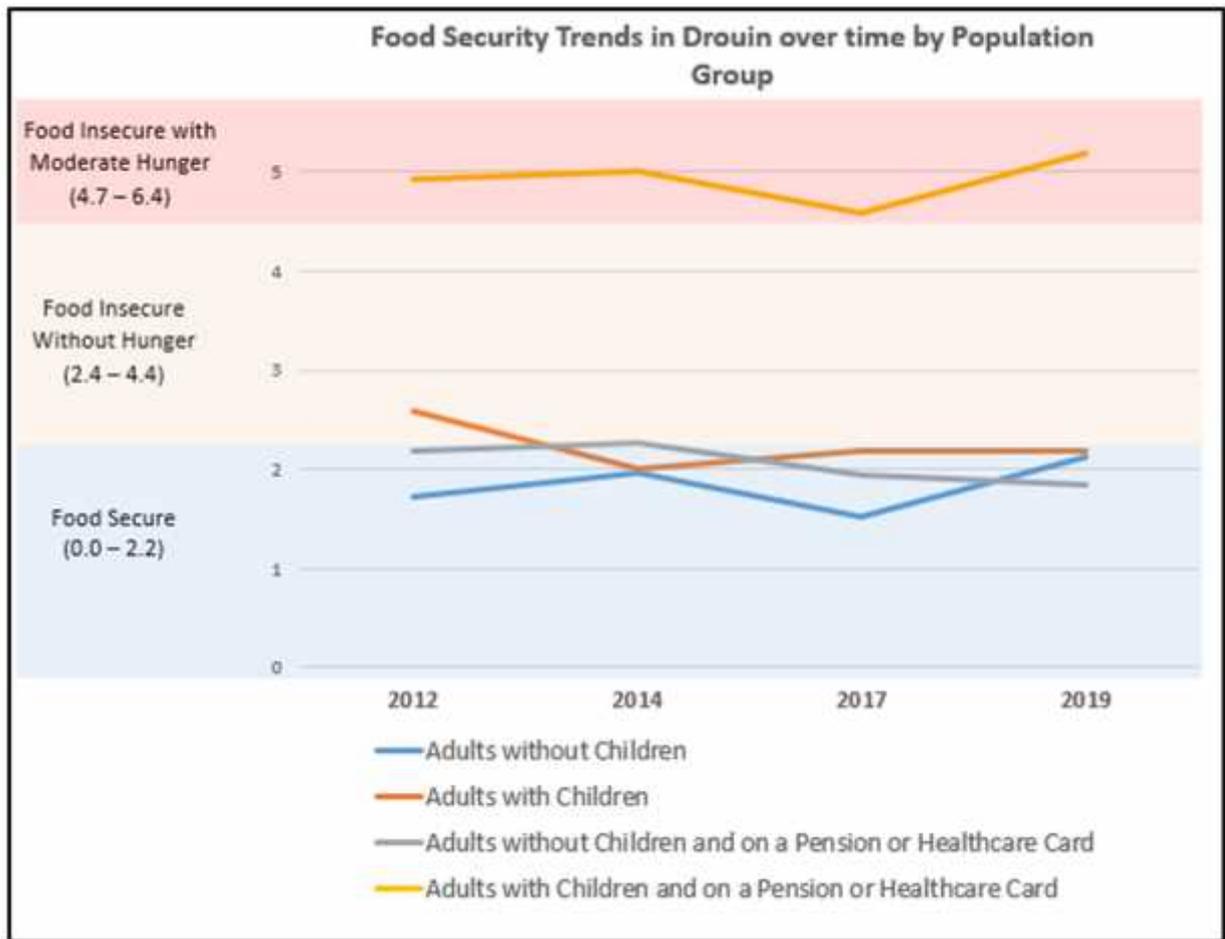


Figure 6: Food Security Trends in Drouin over time by Population Group.
Source: Food Security in Drouin: Post Intervention Report 2019 (CWGPCP, 2019)

The results of this survey show that food security has improved and been maintained for three out of four population groups since 2012. The population group 'Adults with Children and on a Pension or Healthcare Card' remain food insecure and classified as 'food insecure with moderate hunger' in 2019 indicating further support and interventions are required to support this population group.

The maintenance and improvement in food security status for three of the population groups may be attributed to the collective impact of a number of interventions operating concurrently across Baw Baw. A detailed list of activities and achievements can be seen in Appendix 2: 'Impacts and Outcomes of Baw Baw Food Security Coalition Working Groups'.

For more information see the CWGPCP Report: Food Security in Drouin: Post Intervention Report 2019.

Improved Collaboration and Action

The Coalition has resulted in improved collaboration and action on a wide range of food related activities and initiatives. Each working group facilitates and enables collaboration and action between members, who have been able to partner on new and existing projects and activities to achieve common goals.

The Coalition also recognises the importance of linking food security work with existing network groups and initiatives already occurring in the area. This has been evident in the collaboration between working groups such as the BBFM and Council's Strategic Planning Working Group (detailed in Appendix 2: 'Impacts and Outcomes of Baw Baw Food Security Coalition Working Groups').

Furthermore, the development and monitoring of annual action plans for both the BBFM and SWPG working groups facilitates increased collaboration and action between members of each working groups who might otherwise not collaborate on projects.

In 2018, CWGPCP worked with the Baw Baw EFRN to develop the first Baw Baw Emergency Relief Directory which identifies services and support for those in need in the community. This project, supported by the SPWG, also acts as a service coordination project allowing EFRN members and local health and human service providers to identify other services and supports locally.

Since its inception in 2012, the Coalition has collectively supported at least 50 community food events and activities in Baw Baw (excluding regular events such as monthly Markets and the Longwarry Community Lunches). These include:

- Eastern Park Community Garden Launch
- Community Conversation/ Launch of the BBFM
- Longwarry Community Garden Launch
- Let's Talk About Food Longwarry community conversation
- 2 x 'A Day On the Farm' Events
- 2 x Food Sensitive Planning and Urban Design workshops
- 6 x film nights on food & sustainability
- Launch of the Bona Vista Primary School Food Forest
- Launch of Gippsland Jersey
- Mushroom growing & espalier workshops at Eastern Park Community Garden
- Gippsland Growers and makers event
- Baw Baw Food Hub Grower's dinner event
- Mediterranean evening
- 2 x Gardivalia events with open days for edible gardens
- Dairy Farmer Forum at Warragul Farmer's Market
- Healthy hot lunch at Warragul Primary School
- Home composting workshops
- First Baw Baw Sustainability Festival

- BBFM stall at the Connecting Women in Gippsland Conference
- A number of fundraising events for Baw Baw Combined Churches Food Relief
- Warragul Farmer's Market Annual birthday celebrations
- Launch of Warragul Kid's Farmers Market
- Baw Baw Food Hub Cool Room opening and official launch
- 6 x community food events with Gardening Australia host Costa Georgiavadis
- 1 x Foodbank Farms to Families Market hosted by Baw Baw Combined Churches Food Relief
- 2 x BBFM events: 'Healthy Soils, Nutritional Food, Healthy People' in 2017 and 'What We Eat & Grow Matters' in 2018
- 1 x 'Growing Local Food Economies: Insights from the US' event held at the Baw Baw Food Hub in February 2019, with international speaker Devita Davison
- Annual Baw Baw Food Hub 'Growers Dinner'
- Spring Garden Festival and workshops at Eastern Park Community Garden
- 447 volunteers involved in food related activities in Baw Baw in 2018/2019

A number of community initiatives and events listed above are fully sustainable and fully community owned and run, including Community Gardens, food relief programs, Baw Baw Food Hub, Farmer's Markets, Food Films and the "Day on the Farm" events.



Image 5: Local school children spruik their produce at the first annual Warragul Kids' Farmers Market

Improved Access and Availability

The Coalition has resulted in improved access and availability to healthy and nutritious food for the community. This has been achieved through a wide range of new and existing activities and initiatives that have assisted in connecting residents to local food and producers, enabling improved access to emergency food relief for those experiencing food insecurity, and enabling the community greater access to food in the places where they live, work and play. Key outputs include:

- 3-6 markets selling local, fresh produce attracting over 3000 people each month
- 6 community gardens operating across Baw Baw
- 200 boxes of locally sourced, fresh produce supplied to Baw Baw residents weekly by the Baw Baw Food Hub, amounting to almost 8,000 boxes annually
- Vulnerable communities in emergency housing have access to free healthy food through emergency food relief deliveries and Secondbite programs
- Development of the first Baw Baw Emergency Relief Directory in 2018 assists those in need to identify food and other relief providers and allows for greater coordination between food relief providers in the Shire.
- 390 healthy hot meals served through Longwarry Lions & District Lions annually
- 20,800 meals prepared by Frankie's Community Kitchen and distributed in community via local relief providers annually
- 200+ sandwiches provided monthly by Eat Up in partnership with Longwarry & District Lions Club to 10 local schools
- 5,378 residents provided emergency food relief in Baw Baw between July 2018 and June 2019
- Over 258,530 kilograms of food relief distributed throughout Baw Baw between July 2018 and June 2019

Fruit and Vegetable Consumption Above State Average

The 2014 VPHS found that only 5.2% of people living in Baw Baw eat the recommended amount of fruit and vegetables which is higher than the Gippsland average of 4.9%, and Victorian average of 4.4%. Although this is a decrease by 0.5% when compared with the VPHS 2011-2012 findings, this reduced rate is less than the reduction across Gippsland overall (down by 1% from 5.9% in 2011-2012) and the Victorian average (down by 0.8% from 5.2% in 2011-2012).

Key Learnings

In 2013 food security was embedded as a priority in the Baw Baw Shire's Municipal Public Health and Wellbeing Plan under the objective to "Lead initiatives that build a local healthy, accessible food system". Embedding food security into the Municipal Public Health and Wellbeing Plan has been a key enabler of this work, both within council and the community.

The co-design community planning process for the BBFM was important to clearly define the collective purpose of the group, and has given the group ownership and clarity around their direction and scope, as well as giving each member an understanding of how their individual contributions are working towards the group's shared goals. Having a clear vision, objectives and action plan has also facilitated a positive group culture, and assisted the group in establishing themselves as an organised, reputable community group. This has strengthened their ability to advocate to council and become a partner on the next Municipal Public Health and Wellbeing Plan.

Through supporting the role of a Food Security Officer at Baw Baw Shire, and supporting the food security work across multiple departments of council, the profile of food security has risen within council at multiple levels of decision making. Due to this, food security is becoming increasingly embedded within core practice and planning across a number of departments of council. Not only is the SPWG strengthening food security at a strategic level, the swell in action at the community food level has also been rapidly increasing, and the community food movement feel more supported by Council to bring local food solutions to Baw Baw. This has been evident by a number of volunteers from the community food movement presenting to the BBSC Councillors on a range of issues and ideas to improve food security for the shire.

By developing strong partnerships both within council and the community, the PCP have extended the Food Security work to go beyond the health sector and effect change at multiple levels and leverage points within the food system. The PCP has been ideally placed for facilitating this work, acting as an important catalyst for the work and profile of food security within the community and council, a conduit between the working groups of the Coalition, and as a key driver of partnership approaches and momentum of the community-led and council-led action in this area.

Ongoing commitment is required to achieve sustainable change, and it has been important to allow the time necessary to ensure positive relationships were established and solid foundations were laid. This work represents a 10 year investment of the PCP, with visible changes and outcomes within the community becoming more evident over the last four years.

Future Directions

CWGPCP is dedicated to addressing food security in our local area and will continue to support agencies to work collaboratively on the issue for improved food security outcomes for all members of our community.

The Baw Baw Food Security Coalition will continue to be driven by its engaged key stakeholders. CWGPCP is committed to integrating food security work with existing initiatives to strengthen collaboration and partnerships, whilst working to ensure that a sustainable and integrated approach to food security is taken across Baw Baw. Furthermore, 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.

The current priorities of the CWGPCP to progress this work include:

- Continue to maintain engagement of key stakeholders in the Coalition's three working groups, build momentum and profile of the Coalition, and build the capacity of the working groups to ensure they are able to operate sustainably.
- Continue to integrate and embed food security into the operational work of departments within council and ensure food security remains a priority for BBSC.
- Continue to facilitate partnerships to improve food security among vulnerable populations.
- Utilise the Baw Baw food security systems map to assist in identifying areas within the system where the Coalition is not yet intervening and investigate opportunities to impact on these areas.
- Support the development of a Food Policy/Strategy for the municipality

CWGPCP will continue to drive the monitoring and evaluation component of the Coalition to ensure that initiatives are being evaluated and are having the desired outcomes. This includes the annual/bi-annual completion of the Victorian Healthy Food Basket (VHFB) survey to monitor food pricing and availability in the Shire.

CWGPCP also facilitates the bi-annual completion of the USDA Food Security Survey to capture food security status at a population level which provides valuable evidence of the collaborative impact of the food security initiatives. This is a valuable measure as we know that no one intervention will address food security and that for people to feel truly food secure there needs to be a number of different interventions operating across the continuum of health promotion. CWGPCP is also working to improve the data collection processes across the three working groups in order to better demonstrate the collective reach of the Coalition.

Conclusion

CWGPCP is committed to implementing a fully sustainable integrated approach to food security in Baw Baw Shire by integrating food security work with existing initiatives in order to strengthen collaboration and partnerships. The Baw Baw Food Security Coalition recognises the importance of linking their food security work with existing groups and initiatives already occurring in the area.

This collaborative approach recognises that no one intervention will address food security, and to successfully tackle the issue a multiple strategy approach must be implemented to ensure that food security is addressed at all stages of the intervention continuum, from the provision of an emergency food parcel to the planning of 'Food Sensitive' shires.

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Appendices

Appendix 1: Timelines of key research and reports conducted by CWGPCP

- 2007: The Impact of Food Security in a Rural Area
- 2009: CWG mapping of food and transport availability
- 2010: CWGPCP - Getting Grub in Gippsland report
- 2010: Victorian Healthy Food Basket (VHFB) survey conducted.
- 2011: Erica/Rawson Community Consultation Food Security Report (West Gippsland Healthcare Group [WGHG])
- 2012: Food Security in Drouin North (WGHG) - United States Department of Agriculture (USDA) Household Food Survey
- 2012: CWGPCP Food Security Recommendations Report
- 2015: Food Security in Drouin North – Post Intervention Report
- 2017: Availability and Affordability of healthy food in Baw Baw
- 2017: Food Security in Drouin North – Post Intervention Report
- 2018: Sugary Drinks in Baw Baw – Complex Systems Mapping Project
- 2019: Food Security in Baw Baw – Complex Systems Mapping Project
- 2019: Food Security in Drouin: Post Intervention Report 2019

Contact Central West Gippsland Primary Care Partnership to access these reports by emailing cwgpcp@gmail.com

Appendix 2: Impacts and Outcomes of Baw Baw Food Security Coalition Working Groups

Data as of June 2019

Working group	Emergency Food Relief Network	Baw Baw Food Movement	Strategic Planning Working Group
Members	<ul style="list-style-type: none"> • Foodbank Victoria • Secondbite Victoria • Anglicare Victoria • Baw Baw Combined Churches Food Relief (BCCFR) • Longwarry & District Lions Club (LDLC) • Frankie’s Community Kitchen • Uniting Church • Quantum Support Services • Neerim District Food Relief • Seventh Day Adventist Church • St Vincent de Paul Warragul • St Vincent de Paul Drouin • St Vincent de Paul Trafalgar • Warragul Neighbourhood House • Work Solutions Gippsland 	<ul style="list-style-type: none"> • West Gippsland Healthcare Group • Baw Baw Food Hub • Baw Baw Organics • Baw Baw Sustainability Network • Community College Gippsland • Community members • Growing Together Baw Baw & Eastern Park Community Garden • Food retailers and wholesalers • Food growers and producers • Gardivalia • Gippsland Jersey • Honeypot Creative Solutions • Longwarry & District Lions Club • Longwarry Community Garden & Orchard • Soil management and agribusiness organisations • Warragul Farmer’s Market • Warragul Kid’s Farmer’s Market • Warragul and District Gardening Club • Western Port Catchment Landcare Network 	BBSC Departments including: <ul style="list-style-type: none"> • Business and Economic Development • Environment and Sustainability • Strategic and Community Planning • Community Services • Urban Operations • Recreation • Building and regulatory Services • Community Assets • Corporate and Community Services • Executive Management Team • Communications • Child and Family Services
Aim/Vision	To improve food security by enabling coordinated and collective action for those working in areas relevant to emergency food provision in Baw Baw Shire.	<p><u>Purpose:</u> 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, through enabling and empowering community action.</p> <p><u>Vision:</u> A connected, sustainable and fair local food system that protects and enhances the health of people, the environment and economy.</p> <p><u>Objectives:</u></p>	<p>The SPWG operates as a network across BBSC Business Units to effect critical points of influence in the Council. The network also provides a platform for information exchange about initiatives to improve food security.</p> <p>Key objectives of the SPWG are to collaborate across business units of council to ensure that food security has a strong presence in strategic policy areas for BBSC, and to ascertain enablers that are within the Council’s control which can impact food security</p>

		<ol style="list-style-type: none"> 1. Continue to improve health through increasing consumption of healthy foods 2. Support a local food supply that uses sustainable farming, gardening and food production practices 3. Connect food producers, suppliers, and retailers with each other and the Baw Baw community 4. Develop a food economy that increases the supply, availability and demand for locally produced food 	
Impacts and Outcomes	<ul style="list-style-type: none"> • Increased coordination and collaboration between emergency food relief providers through network meetings and opportunities for collaboration and partnerships • Increased access to food relief with 17 emergency food relief providers in operation across Baw Baw Shire • 17 organisations members of the EFRN and committed to coordinated action on food security and emergency relief provision in Baw Baw • EFRN members provided over 5,378 residents with food relief and support in 2018/2019 • Improved access to food relief with over 258,530 kilograms of food relief distributed throughout Baw Baw in 2018/2019 • Improved coordination and promotion of services through development of Baw Baw Emergency Relief Directory 	<ul style="list-style-type: none"> • Increased coordination and collaboration of community food related activities in Baw Baw through BBFM annual action planning, now in fourth annual action plan • BBFM is recognised as a partner in prevention through the Baw Baw Shire Municipal Public Health & Wellbeing Plan (MPHWP) with BBFM specific community owned and driven actions included in the plan • Increased connectivity of community between the people and places that produce their food by hosting two “A Day on The Farm” events with approx. 180 participants. • A dairy farmer forum in response to the dairy crisis was held at the Warragul Farmer’s Market. • Increasing awareness and knowledge related to food production, food and sustainable practices through hosting of six film nights, attended by over 247 people. • Increased accessibility to Community Gardens through mapping and updating of contact details. 	<ul style="list-style-type: none"> • Longwarry intensive, multi-pronged, place-based approach: <ul style="list-style-type: none"> ○ Population snapshot fruit and vegetable survey conducted ○ 170 people attended “Let’s Talk About Food” food security event ○ Installation of 2 edible landscape sites ○ Healthier Oils implemented at Longwarry Hotel ○ ‘Go for 2 and 5’ campaign run with local businesses and schools ○ Significant number of food related activities at the Longwarry Primary School ○ Establishment of a community garden in Longwarry • “Lets’ Talk About Food” draft community conversation toolkit developed • Assessed options for edible landscaping on nature strips • 130 people attended the Baw Baw Food Movement Launch, with 75 people

	<p>identifying services and support for those in need in Baw Baw. This service coordination project also acts as a resource for service providers to identify other supports and services available in Baw Baw for their clients.</p> <ul style="list-style-type: none"> • A coordinated service outreach project for Drouin Caravan Park residents has resulted in valuable outcomes in terms of engagement, capacity building and support of the park’s vulnerable residents. There has been a significant reduction in the need for additional services such as the Police and CFA, with many issues being addressed before an issue arises. Under Quantum’s leadership a cooperative environment has been established allowing parties to work more collaboratively through any issues as they arise. The project worker has worked closely with more than 30 clients to provide support, feedback, advocacy, advice and information. The project has created stronger linkages with the Police, Longwarry Lions Club, Secondbite, CWGPCP, WGHG, LCHS and Wellways. Throughout this project the Drouin Caravan Park community garden was also re-established, and coordination of emergency food provision from Baw Baw Combined Churches Food Relief (BBCCFR) has resulted in increased uptake of produce. 	<ul style="list-style-type: none"> • Increased community advocacy through 10 advocacy efforts including: <ul style="list-style-type: none"> - Council briefing on the BBFM and our proposal for a Baw Baw food policy (2016) - Written and verbal submission to the BBSC Rural Land Use Review, supported by 184 community members - Written submission to the Drouin and Warragul Civic Park master plans - Input into the Urban Design Frameworks and Community Plans - Written submission into the draft Council Plan for Baw Baw - Written submission to the Warragul CBD Streetscape Project - Written submission to the Municipal Public Health and Wellbeing Plan - Written submission to Brooker Park Master Plan - Written submission to Environment Sustainability Strategy 2018 - Baw Baw Shire Council Budget and Council Plan Community Consultation 2019 – 2020 - Council briefing regarding the development of a Baw Baw Shire Food Strategy (2019) • Strengthening and promoting a number of existing initiatives including the Baw Baw Food Hub, local farm gate sales, farmer’s markets, healthy eating and budgeting workshops, the Achievement Program, community gardens, school kitchen & edible gardens, school breakfast clubs, the Secondbite food rescue and relief initiative, and other emergency food initiatives. 	<p>expressing interest in further being involved in food activities.</p> <ul style="list-style-type: none"> • Promotion of “Go for 2and5” fruit and vegetable campaign across the municipality • Promotion of the Healthier Oils Initiative with 31 outlets using healthier oils • Policies and Plans with scope to food security identified and input sought into these where appropriate (including the Rural Land Use Review, MPHWP, Council Plan, Council Budget Halls and Pricing Policy for Council owned and managed recreation reserves, public halls, land and buildings, Warragul CBD, Community Plans and Urban Design Frameworks, Environment Sustainability Strategic Plan, and Community Hubs Strategy) • Input into the Gippsland Food Plan • Assisted development of the Baw Baw Shire Healthy Catering Guidelines • Healthy food baskets provided in all BBSC staff rooms • Healthy food promoted regularly through internal staff communications • Farm Gate Sales “how to” toolkit developed and promoted • Farmer’s markets promoted on the BBSC website • BBSC officers alerted to the concerns related to living conditions at the Drouin Caravan Park. Residents linked to Secondbite initiative and Baw Baw Combined Churches
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	<p>Project evaluation results showed that the healthy eating of residents increased by 21%.</p> <ul style="list-style-type: none"> • Increased access to healthy food for students with 11 schools in Baw Baw participating in the Foodbank school breakfast club program • Baw Baw Combined Churches & Foodbank hosted 'Farms to Families Market' with 200 attendees • New partnerships between Longwarry & District Lions Club (LDLC) and the Eat Up Foundation sees 500 pre-made sandwiches distributed monthly to local education centres • Increased access to fresh, healthy food for Longwarry students through coordination between Longwarry Lions' Club Secondbite and the Longwarry Primary School Breakfast Club program • Increased access to food relief in town of Longwarry through establishment of the Longwarry & District Lions Club Food Relief program allowing up to 230 community members to access Foodbank and Secondbite programs fortnightly • New initiatives, partnerships and collaboration between emergency food relief providers, eg.- <ul style="list-style-type: none"> • Frankie's Community Kitchen established in 2018, now providing 20,800 meals annually in Baw Baw, 	<ul style="list-style-type: none"> • Increasing public awareness and driving a culture change of purchasing and consuming healthy and local food by speaking on ABC Gippsland, invitations to speak to a number of existing groups in Baw Baw, and growing an active social media presence, including over 1700 Facebook followers. • The achievements of the BBFM and Coalition were presented at the National Australian Health Promotion Association Conference in June 2016, with interest from Health Promotion practitioners across Australia. • Growing media coverage of BBFM and food activity, including 2 x 1 hour segments on ABC Gippsland radio and 1 hour podcast interview • BBFM community members called upon to host a Gippsland wide event to increase capacity of people interested in small scale commercial farming. This event was highly successful with 157 attendees. • Healthy Eating benchmark of Achievement Program achieved in six education settings, with a further 2 working towards recognition. • Series of events with ABC Gardening show host Costa Giorgiadis, attended by approximately 150 people • Installation of a cool room at the Baw Baw Food Hub with the assistance of a community development grant • Baw Baw Food Hub official launch and opening of the recently installed cool room 	<p>Food Relief plus many other support agencies</p> <ul style="list-style-type: none"> • Food security enablers written into policies and strategies including the Settlement Management Plan, Warragul and Drouin Precinct Structure Plans, Warragul and Drouin Town Centre Strategies, Public Open Space Strategy and Economic Development Plans • Council supported the establishment of the Eastern Park Community Garden and other community gardens throughout the shire • A number of Community Development Grants awarded to support food related activities • Advocacy at state and local level for improvements to public transport in order to increase accessibility to food outlets and activities • A successful pilot utilising BBSC's community bus services to transport HACC clients to Warragul Farmer's Market was ran. This was followed by an ongoing program seeing clients visiting Baw Baw's monthly farmers markets • Food Sensitive Planning and Urban Design training delivered and attended by 25 council staff and key partners • Environment and Sustainability team planning with a food sensitive lens • Food sensitive elements incorporated into sustainable events checklist
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	<p>distributed through local emergency food relief providers</p> <ul style="list-style-type: none"> • Longwarry Lions monthly community lunch established distributing 390 hot, healthy meals annually, allowing community members to access food relief and connect with others in the community 	<ul style="list-style-type: none"> • Soft launch event for the Longwarry Community Garden • Resurgence in farm gate sales with 2 farm gate sales selling a variety of fresh produce all year, and an additional 6 seasonal or limited produce farm gate sales • A number of skill and knowledge building workshops held at Eastern Park Community Garden such as Mushroom Growing workshop and espalier workshop • 20 participants in FOODcents budgeting and healthy food purchasing program • 2 Community Kitchens regularly attended by an average of 20 people • Hot healthy lunch using local produce delivered at Warragul Primary School • Development and launch of food forest at Bona Vista Primary School • Kitchen gardens in 10 education settings • 18 sustainable farming discussion groups, field days and organic growers discussion groups with 247 participants in 2017 – 2018 • 3-6 markets selling locally grown fresh produce each month • 8 edible gardens opened to public as a part of the ‘Gardivalia’ festival • Thorpdale Potato Festival held annually • Warragul Farmers Market ‘Healthy Soils’ panel discussion • Annual stalls and displays at Farmworld by BBFM members promoting Baw Baw produce and BBFM 	<ul style="list-style-type: none"> • Healthy food vending machine assessment tool promoted to Food Retail outlets through the business newsletter • Promoted compost and worm farm rebate at 7 composting workshops • Flyer drafted to promote compost and worm farm rebate with rates notice • Council support gained to procure fruit trees and edible plants when appropriate as per standard landscaping procurement processes • Condition of 2016 and 2018 community Development Grants funding that catering that is provided is healthy • Community Garden and Edible Landscaping checklist for site selection drafted and in process of finalisation • Children and Family Services linked in to communications from other food security working groups • Children and Family Services team encouraging healthy eating and awareness around sugary children’s drinks at Farmworld stall annually • Briefing developed for team leaders to encourage staff to use the BBSC healthy catering guidelines • Communications Plan developed and being driven by the Food Security Officer, including internal and external communications • Input into the Rural Land Use Review sought from Baw Baw Food Movement as part of BBSC community consultation process
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		<ul style="list-style-type: none"> • 200 vegetable seedlings given out by Longwarry Lions each year at annual Australia Day event educating and promoting food growing at home • BBFM event: ‘Healthy Soils, Nutritional Food, Healthy People’ with 96 attendees in September 2017 • BBFM event: ‘What We Eat & Grow Matters’ with international author and speaker Andre Leu discussing Regenerative Agriculture concepts and principles with 81 attendees in June 2018 • Launch of Annual Warragul Kid’s Farmers Market • An ongoing partnership with Community College Gippsland (CCG) to support bi-monthly BBFM meetings • Increased partnerships including 1 x ‘Growing Local Food Economies: Insights from the US’ event held with international speaker Devita Davison and 47 attendees. This event was a regional collaboration with neighbouring food movement Food For All Latrobe Valley, Food and Fibre Gippsland, East Gippsland Food Cluster, Warragul Farmers Market, Sustain: Australia • Workshop with renowned Regenerative Agriculture Author Charles Massy held in Drouin with 81 attendees • Installation of 5 new drinking & water refill stations in Drouin, Warragul, Yarragon and Trafalgar and 2 existing fountains upgraded to include refill facilities in Drouin and Warragul • Education and promotion of the benefits of water consumption sent to 22 early learning centres and 35 primary schools 	<ul style="list-style-type: none"> • ‘Just Eat It’ documentary screening with 127 attendees promoting waste reduction and composting • First Baw Baw Sustainability Festival held in 2017 with 600 attendees • Compost and worm farm rebate scheme promoted in Council rates notices to 22,000 rebate notices sent promoting the scheme in 2018. A total of 163 rebates claimed in 2017/2018 • Food security related messages and articles included in the Public Health team’s newsletter ‘The Menu’ and distributed to 600 businesses in the food sector • Food Security embedded into the Environmental Sustainability Strategy 2018 – 2022 • Healthy eating resources distributed through Children and Family Services teams stall at Farm World annually • Promotion of the Baw Baw Emergency Relief Directory on Council’s website and throughout its service centres • Local food producers, agri-tourism and farm gate sales promoted through the relaunched Visit Baw Baw campaign in 2018 • Catering guide for community events guide developed promoting healthy food and drink options at all Council and community events
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<p>Total number of interventions achieved =</p> <p>233 interventions</p>	<ul style="list-style-type: none"> • 10 new initiatives • 13 services maintained <p>23 total interventions</p>	<p>129 intervention outputs between February 2016 and June 2019</p> <p><i>Note: This figure counts multiple, ongoing interventions of the same type as one output. For example farmer's markets are counted as 1 output – when there are 3-6 markets each month. Due to reporting and counting methods some interventions may have been counted multiple times if they have occurred once annually.</i></p>	<p>81 intervention outputs</p>
<p>Reach</p> <p>Estimated total number of people involved/impacted/reached = 28,314</p> <p>Exposure</p> <p>Estimated total number of people exposed to the messages or initiatives of the coalition = 87,069 or 100% of Baw Baw population</p>	<p>Known reach estimate summary includes but is not limited to:</p> <ul style="list-style-type: none"> • 30 Drouin Caravan Park project • In 2018 / 2019 it is estimated that over 5,378 residents were provided food relief and support through EFRN providers. <p>Total known reach estimate: 5,408</p>	<p>Known reach estimate summary includes but is not limited to:</p> <p>130 Baw Baw Food Movement Launch event</p> <p>20 Foodcents participants</p> <p>20 Community kitchens fortnightly participants</p> <p>120 Warragul Primary lunch participants</p> <p>36 Bona Vista Primary Food Forest launch participants</p> <p>6 Schools and Early Learning Centres achieved healthy eating benchmark of Achievement Program with a further 2 working towards benchmark (approx. 2435 students)</p> <p>24 Organic Grower's Discussion Group participants</p> <p>23 Sustainable farming discussion group participants</p> <p>200 Field day participants</p> <p>247 Film screenings participants</p> <p>157 Gippsland Growers and Makers event participants</p> <p>200 Baw Baw Food Hub Cool Room launch participants</p> <p>150 Costa's return events participants</p> <p>3000 people attend Warragul Farmers Market each month</p> <p>2000 attend Warragul Kid's Farmers Market annually</p>	<p>Known reach estimate summary includes but is not limited to:</p> <p>16 Bus service participants</p> <p>45 Composting workshops participants</p> <p>130 people attended at the BBFM launch event</p> <p>25 FSPUD workshop participants</p> <p>170 people attended the 'Let's talk about food' event in Longwarry</p> <p>39 Longwarry edible landscape survey participants</p> <p>127 attendees at 'Just Eat It' screening</p> <p>600 attendees Baw Baw Sustainability Festival</p> <p>165+ worm farm and compost rebate scheme recipients</p> <p>Total known reach estimate: 1500</p> <p>Exposure summary:</p> <p>22,000 rates notice which included food security messages and compost rebate messages</p> <p>1000 Bus Eco mailing list</p> <p>600 Public health mailing list</p> <p>581 Family and children's services mailing list recipients</p>

		<p>50 student stall holders at Warragul Kids Farmers Market annually</p> <p>80-200 people attend Jindivick Country market each month</p> <p>4000 attendees at Gardivalia Festival</p> <p>184 people provided feedback/support to the coalition's Rural Land Use Review Advocacy</p> <p>30 participants weekly at Eastern Park Community Garden</p> <p>12 members at Yarragon / Restore Community Gardens</p> <p>20 members at Longwarry Community Garden</p> <p>5 members at Jindivick Community Garden</p> <p>8 participants at Trafalgar Community Garden</p> <p>180 'A day on the Farm' event participants</p> <p>80 attended BBFH Annual Growers Dinner (July 2017)</p> <p>96 attendees at the BBFM "Healthy Soils, Nutritional Food, Healthy People" workshop</p> <p>81 attendees 'What We Eat & Grow Matters' workshop #1</p> <p>46 attendees 'What We Eat & Grow Matters' workshop #2</p> <p>100 attendees at Growing Together Baw Baw's Spring Garden Festival and workshops</p> <p>12 regular participants at the weekly Eastern Park Community Garden 'Kids in The Garden' sessions</p> <p>15 participants in the monthly home grown produce competitions ran by Warragul Garden Club</p> <p>20 attendees at 'Sugary Drinks' system mapping workshops</p> <p>85 attendees at the Baw Baw Baw Food Hub's 2018 Annual 'Growers Dinner'</p>	<p>220 information packs distributed by the Family and Children's services Farmworld stall</p> <p>1,436 people exposed to the Longwarry edible landscaping</p> <p>Total exposure estimate: 48,961</p>
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		<p>55 attendees at Baw Baw Food Hub’s first ‘Picnic in the Park’ in 2019</p> <p>6 organic veggie/fruit growers discussion groups held in 2018 with a total of 183 attendees</p> <p>47 attendees at ‘Growing Local Food Economies: Insights from the US’ event with international speaker Devita Davison</p> <p>81 attendees at Charles Massy Regenerative Agriculture event in Drouin</p> <p>Total known reach estimate: 21,406</p> <p>Exposure summary includes, but is not limited to:</p> <ul style="list-style-type: none"> • 2900 BBFM Social media reach • 260 BBFM mail list recipients • 33,668 residents exposed to new and upgraded water drinking fountain infrastructure <p>Total exposure estimate: 38,108</p>	
<p>Data considerations and limitations</p>	<ol style="list-style-type: none"> 1. It is likely that reach may include people who may have accessed more than one emergency food service provider and therefore may have been counted at multiple services. However, individuals counted may be collecting food relief on behalf of multiple family members and therefore one individual represents several who are accessing food relief services. 2. Data is not known for all services and food relief activities. 3. Data is subject to different data collection and counting methods. 	<ol style="list-style-type: none"> 1. It is likely some of the same people will have attended more than one of these events – i.e. have been counted more than once in the overall estimate. 2. Data is not known for many interventions and activities, such as some of the community gardens, markets, workshops and other pop-up activities that occur within the markets. 3. Reach could also include the number of students at schools with kitchen-gardens and edible landscapes, however this may not necessarily represent the number of children accessing/using the kitchen-gardens. 4. Estimations on the number of people exposed to intervention/messages of the coalition has reached over 100% of the Baw Baw population. Whilst it is 	<ol style="list-style-type: none"> 1. As many of these interventions are more ‘upstream’ – reach is very difficult to determine (for example determining the number of customers of the 31 food outlets participating in Healthier Oils initiatives, the number of people benefiting from edible landscaping sites, or the number of people benefiting from the grants put towards food related activities). It is possible that the reach of some initiatives is the entire community of Baw Baw. 2. Council webpage hits on food security related information could be used as another indicator or reach.

		likely some individuals may have been involved in multiple interventions (and therefore counted more than once in the overall estimate), it is reasonable to assume that most of the population has been exposed due to the wide range and large number of interventions implemented by the Coalition over the past 6 years.	
Total collective reach and exposure of the Baw Baw Food Security Coalition	<p>As of June 2019, it is estimated that the Baw Baw Food Security Coalition has achieved the following collective impacts:</p> <ul style="list-style-type: none"> • 233 interventions delivered since 2012 • 28,314 people reached by (or actively involved in) the different interventions • 55% of the Baw Baw population reached by (or actively involved in) the Coalition’s interventions (based on 2017 population estimates of 50,687 people [REMPPLAN, 2018]). • 100% of the Baw Baw population have been exposed to interventions or messages from the Baw Baw Food Security Coalition (based on estimates of 87,069 people exposed and 2017 population estimates of 50,364 people [REMPPLAN, 2018]). 		

Further Information

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