

## PCP Integrated Health Promotion

### Details of PCP contact

<b>Name of PCP</b>	Central West Gippsland PCP
<b>Contact Person</b>	Selena Gillham ( <b>Budjeri Napan Members Names: Peter Mongta, Neal Daly, Alice Pepper, Hugh Pepper, Laurie Marks, David Roberts and Chris Stanlake, Kylie Clarke, Terry Burgess, Cliff Wandin, Trevor Terrick and Ann-Marie Stever, Bobby Yates, Vera Briggs, Willy Harrison. Guy Harrison, Norman Terrick</b> )
<b>Position/Title</b>	Health Promotion Coordinator
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### Identified Partners

<b>Partner Organisation</b>	<b>Roles and responsibilities with regard to the project</b>	<b>Contact person details (name, position)</b>
Indigenous members of the Latrobe Valley Community	Consultation and volunteering and feedback.	
<b>Budjeri Napan</b> <ul style="list-style-type: none"> <li>• Community Members</li> <li>• Victoria Police</li> <li>• Sport &amp; Recreation Victoria</li> <li>• Latrobe Community Health Services</li> <li>• GippsTAFE</li> <li>• Anglicare Victoria</li> <li>• Department of Justice</li> <li>• DEECHD</li> <li>• Woolum Bellum</li> <li>• Monash University</li> <li>• GippSport</li> </ul>	Consultation with partner organisations and local community. Planning, source funding and coordination of community events and volunteers. Promoting healthy active lifestyles and good nutrition  Auspice Agency	<ul style="list-style-type: none"> <li>• All community members welcome</li> <li>• Koorie Liaison Officer</li> <li>• Indigenous Sport Development Officer</li> <li>• Community Health Nurse &amp; Koorie Men’s Family Violence</li> <li>• Koorie Liaison Officer</li> <li>• Koorie Youth Mentor</li> <li>• Koorie Courts Officer</li> <li>• Koorie Educators &amp; KEDO</li> <li>• Koorie Liaison Officer</li> <li>• Regional Support Assembly-Programs Coordinator</li> </ul>

<b>Project Title</b>	Budjeri Napan; Koorie Sport Committee
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### Summary/Abstract (200 words)

The Budjeri Napan Koorie Sports Committee is located in the Latrobe Valley area and first met over 4 years ago to address the needs of the local Indigenous community. Discussions focused on encouraging greater participation in recreational activities and sporting clubs with the aim to improve the education, employment, and health outcomes within the community as well as increasing the opportunities to celebrate Koorie Culture. The Budjeri Napan has

achieved this by conducting 8 events with high participation rates from the Koorie community including engaging volunteers to support the events. It has supported Koorie leadership through four young coaches involved in netball and football. Elders and parents taking responsibilities with training and planning of events and the Secondary school students took on leadership and coordination roles at Soccer gala day. In addition committee members have taken on leadership roles in community. There has been a linking of communities in Gippsland and Victoria and celebration of culture through "Soccer Gala day and participation of local teams in 3 VAYSAR Carnivals. Fifteen of the women that participated in the VAYSAR Carnival have competed in the local competitions. The committee launched the Budjeri Napan website in 2008. One of the strengths of the project is that the majority of members of the committee are Indigenous and can engage the Koorie community in activities.

## Background

<b>Name of Project</b>	Budjeri Napan
<b>Priority goal</b>	<p><b>Budjeri Napan Aims &amp; Objectives:</b></p> <ul style="list-style-type: none"> <li>- Improving health outcomes for the Koorie Community through promoting Healthy Active Lifestyles (Physical activity &amp; nutrition)</li> <li>- Creating opportunity for community participation</li> <li>- Celebrating Koorie Culture through active recreation (e.g: gatherings together, sport &amp; dance)</li> <li>- Identifying &amp; supporting Koorie leadership within the Community</li> <li>- Linking Communities throughout Gippsland and Victoria</li> <li>- Building relationships between Koorie Community, organizations and service providers</li> <li>- Highlighting potential pathways in sport education &amp; training</li> <li>- Recognise Support and celebrate the achievements of groups and individuals within the Koorie community</li> </ul>
<b>Priority issue(s)</b>	Indigenous Community Capacity Building
<b>Target group</b>	Indigenous community population from Elder to youth.
<b>DH IHP expectations 2009-12</b>	<ul style="list-style-type: none"> <li>• Implement integrated health promotion programs that address the health and wellbeing issues of significance to consumers and the broader catchment population, are implemented based on the model of the social determinants of health and consistent with the Integrated Health Promotion kit.</li> <li>• Ensure integrated health promotion practice engages with hard to reach population groups and vulnerable communities.</li> <li>• Embed social equity principles, particularly equity of access, into all levels of engagement from strategic policy to implementation and evaluation.</li> <li>• Embed capacity building into integrated health promotion practice at all levels.</li> <li>• Focus the greatest effort on the chosen state-wide health promotion priority (s).</li> <li>• Implement improved integrated health promotion performance measures including annual provision of case studies for dissemination through the PCP web site.</li> <li>• Embed evaluation practice with the planning and</li> </ul>

	<p>implementation of health promotion.</p> <ul style="list-style-type: none"> <li>• Use a continuous quality improvement approach to the integrated health promotion plan with routine evaluation of interventions.</li> </ul>
<p><b>Background</b></p>	<p>Budjeri Napan was formed in response to a community identified need due to the absence of a health promoting program that supported capacity building for the local indigenous community. Partnering organisations along with community responded to the need. A genuine goodwill and passion to the improvement to community was the key to working together.</p> <p>Project management and governance arrangements</p> <p>Regular meeting on a monthly basis and more frequently as required. Decisions were made collectively and transparently by the committee and community members. Based on current activities and proposed activities.</p> <p><b>Finance</b> - Budjeri Napan seeks the financial and in-kind support of local and State-wide organisations. Gippsport is current auspice of the committee's sponsorship providing regular income/expenditure statements.</p> <p><u>Evidence used to inform program</u></p> <p>Community identified need, and the use of surveys at local schools. All the social indicators of indigenous status ie: high unemployment, instability in housing, higher levels of child removal, education, lower life expectancy and higher rates of incarceration than non indigenous</p> <p><u>Project and participants</u></p> <p><b>Sports Events run by Budjeri Napan:</b></p> <ul style="list-style-type: none"> <li>-<b>Koorie Sports Day 2007</b> @ Woolum Bellum Campus School – 120 students attended. from Latrobe Valley schools supported by Fit and Healthy Business, Football Federation Victoria, Netball Victoria, Cricket Victoria, Australian Sports Commission, Gippsland Sports Academy. Go For Your Life, Gippsland Water, LV Bus lines. Swimming Victoria, Volleyball Victoria, and AFL Victoria.</li> <li>-Facilitated 6 weeks preparatory training for VAYSAR <b>Football and Netball Carnival 2008</b> Entered 1 -Football &amp; 1 Netball team. – In total 55 men and 7 volunteers participated and 10 and 3 volunteers for the Women.</li> <li>-<b>Soccer Gala Day 2008</b> – 180 kids attended from Drouin to Sale supported by Budjeri Napan. Football Federation Victoria, Gippsland Soccer League Latrobe City and LV Bus lines</li> <li>-<b>Sponsors presentation and Lunch 2008</b></li> <li>-<b>Local IMPARJA Cup try outs 2009</b> – 15 men attended. 1 Selected for Victorian Imparja cup team.</li> <li>-<b>Launch of Website at Community Day 2009</b></li> <li>-<b>Level 1 Cricket Coaching Accreditation</b> in partnership with Cricket Victoria June 2009 – 9 participated.</li> <li>-Facilitated 10 weeks preparatory training for<b>1 Football &amp; 2</b></li> </ul>

	<p><b>Netball teams for VAYSAR carnival 2009</b> – 50 men participated with 5 volunteers. Women’s have 20 participating and 4 volunteer staff.</p> <p><b>Women’s Netball development Program 2010</b> – Women’s Netball clinic run by Netball Victoria and Melbourne Vixens – 40 plus Women and school ages girls participated in the clinics.</p> <p><b>Women competed in local netball competition in Moe</b> for 2 seasons 2010 – 15 Women participating</p> <p><b>VAYSAR Football &amp; Netball carnival 2010</b> – 1 Football team and 2 Netball teams. 60 – 70 participants currently involved.</p> <p><u>Alignment with the PCP’s strategic plan and priorities</u></p> <p>The need was first identified as high community priority in 2006 by the local community. Budjeri Napan Koorie Sports Committee was formed.</p> <p>Gippsport then advocated that this be included into the 2009 - 2012 IHP plan. This is one of the strategies for a physical activity objective of engaging indigenous youth in physical activity options as part of the IHP plan.</p> <p>This objective is part of the CWGPCP strategic priority reducing health inequalities and the strategic goal of Enable healthy choices and opportunities for people on low incomes.</p>
<p><b>Objectives</b></p>	<p><b>Budjeri Napan Aims &amp; Objectives:</b></p> <ul style="list-style-type: none"> <li>- Promote Healthy Active Lifestyles options (Physical activity &amp; nutrition)</li> <li>- Create opportunities for community participation</li> <li>- Celebrate Koorie Culture through active recreation (e.g. gatherings together, sport &amp; dance)</li> <li>- Identify &amp; support existing and emerging Koorie leadership within the Community</li> <li>- Link communities throughout Gippsland and Victoria</li> <li>- Build relationships between Koorie Community, organizations and service providers</li> <li>- Highlight potential pathways in sport, education &amp; training</li> <li>- Recognise, support and celebrate the achievements of groups and individuals within the Koorie community</li> </ul>

### Project participants

<ul style="list-style-type: none"> <li>○ Football Federation Victoria</li> <li>○ Gippsland Soccer League</li> <li>○ Latrobe Valley Volleyball</li> <li>○ Gippsland Sports Academy</li> <li>○ Australian Institute of Sport</li> <li>○ Cricket Victoria</li> <li>○ Latrobe Cricket Club</li> <li>○ Latrobe City Energy (Basketball)</li> <li>○ Gippsland Netball Association</li> <li>○ Swimming Victoria</li> <li>○ Gippsland Power (AFL)</li> <li>○ Falcons Soccer Club</li> <li>○ Morwell East Football Netball Club</li> <li>○ Latrobe City Council Leisure Centre</li> </ul>
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- Netball Victoria
- Athletics Australia
- Football Federation Australia
- Fit'n'healthy Business

## **Methodology and approach**

### Key project activities

- Identifying opportunities for promoting healthy active lifestyles
- Plan requirement of activity
- Source funding sponsorship
- Shared responsibility for tasks required
- Provision of transport where required
- Liaise with sponsoring organisations
- Mentoring support for emerging leadership

### Resources

- Video footage [www.budjerinapan.com.au](http://www.budjerinapan.com.au) and local radio interviewing the participants
- Community BBQ in recognition of participants in the football netball carnival and inviting comment and feedback
- Community elders expressed their gratitude and overwhelming support of the committee and its activities
- Level of community interest & engagement

### Monitoring or continuous quality improvement strategies

Regular committee meetings where we received community feedback on what activities were successful and what was not.

### Communication strategies

Flyers, website, press release, Facebook, word of mouth, Email and community meetings.

### Engagement strategies

All community members are welcome at any time to attend the committee meetings. One of the main strengths of Budjeri Napan was that the majority of members were from an Indigenous background and this provided engagement within the community.

The involvement of schools and Koorie educators was a great way of engaging the younger and teenage group.

Transport was a huge barrier for community to participate. Where possible, transport was supplied in order for participants to engage in community events.

## Results

<b>Impacts and outcomes</b>	<p>The Budjeri Napan has achieved many of its objectives including:</p> <ul style="list-style-type: none"><li>• conducting numerous physical activity options for community members with 8 events held over the past 4 years. These events have had high participation as documented in the Background section and been able to engage over 10 volunteers to support the events.</li><li>• supporting Koorie leadership through four young coaches involved in netball and football; Elders and parents taking responsibilities with training and planning of events. The Secondary school students took on leadership and coordination roles at Soccer gala day. Committee members have taken on leadership roles in community.</li><li>• Linking communities in Gippsland and Victoria and celebration of culture through active recreation. "Soccer Gala day" linking Baw Baw, Latrobe and Wellington Koorie communities. "Attending 3 VAYSAR Carnivals in 2008,2009 &amp; 2010 where communities from all around Victoria come together to celebrate." There was one football and netball team that entered the Carnival in 2007 and this had increased to two netball teams by 2010</li><li>• Koorie women competing in mainstream sporting clubs with 15 women competing in two season of the Moe local competitions in 2010</li><li>• 15 men trying out and 1 being selected for the IMPARJA Cup Try Outs</li><li>• Launched the Budjeri Napan website in 2008 which showcases some of the achievements of the committee and includes a link to u-tube videos.</li></ul> <p><b><u><a href="http://www.budjerinapan.com.au">www.budjerinapan.com.au</a></u></b></p>
<b>Status and sustainability</b>	<p>Budjeri Napan is still continuing with plans of sports days, accreditations activities and community forum/sponsors lunch. Budjeri Napan is looking at better strategic planning and incorporation to deliver sustainable outcomes.</p> <p>This case study was written to disseminate the activities and success of Budjeri Napan committee to a wider audience.</p>

## Conclusions

### Key success factors

From the initial outset all the agencies involved agreed that community recognition is the priority and that all agencies would be acknowledged as supports of the initiative.

All but 2 committee members involved were from the local community. Each member brought different contacts and skills which contributed to the successful delivery of the projects.

The willingness of the support agencies for staff to participate in the community events and planning.

The willingness for community to be involved and there input into the development of events and activities.

Sponsorship – Major contributors are Latrobe Community Health Service, Gippsport, Sport and Recreation Victoria, GippsTAFE, Nambur Action Group, Anglicare Gippsland, NAIDOC Committee, Latrobe City. LV Bus Lines.

Minor Sponsors: Monash Uni, VicPolice, Quantum, Loyang Power, Central Gippsland ABORIGINAL Health Service, Australian Paper, Gippsland Water.

Key challenges

Continued Financial Sponsorship

Funding and transport for community to participate.

Limitations of the project

No locally funded sport position, no attached funding to the committee.

Sustainment of activities and improvements

Community Capacity building (leadership, volunteer base, accreditation and pathways to employment), Business plans, continued community consultation, reviewing events and activities.

Relevance of case study to other areas of PCPs activity

A good example on how to engage in the local Koorie community.

Future directions

Business plans and incorporation.