



# Norfolk Island Community Health Promotion Plan

Our Community, Our Focus

**April 2019 – June 2022**

Updated September 2021

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# Introduction

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This plan builds on the 2018-19 *Norfolk Island Health Promotion Plan*. With the commitment for three more years of funding for the Health and Wellbeing Coordinator and associated programs a three year health promotion plan was possible.

Much was achieved in the first 12 months since the appointment of the Health and Wellbeing Coordinator, with a brief evaluation summary included in this plan. There are, however, still many areas requiring further development and consolidation as well as numerous additional health and wellbeing areas requiring health promotion interventions.

Underpinning the health promotion plan is the principle that NIHRACS will work with the Norfolk Island community rather than “for” them, respecting Norfolk’s unique history and culture, building upon our Communities’ capacity, assets and strengths and building effective and enduring partnerships with community members, services and local organisations. Appendix One outlines the organisations/community groups etc who have been or will be consulted or communicated with regarding this plan.

The importance of health promotion to the overall health and wellbeing of a community cannot be overstated. The following statistics, provided by the Australian Health Promotion Association (AHPA, 2016) in the overall Australian context reinforce this point.

- For every dollar invested in health promotion over five dollars can be saved in health spending. Unfortunately in recent years for every \$100 spent on health, health promotion receives just 40 cents
- Every 4% reduction in tobacco smoking will save 3000 lives in Australia
- Obesity costs \$120 billion every year in Australia – health promotion programs can increase physical activity and healthy eating within schools, workplaces and communities
- Health promotion programs targeting alcohol misuse can save 157,000 hospitalisations in Australia every year
- Reducing disadvantage and promoting mental health can create 170,000 jobs and generate \$8 million in earnings
- Health promotion activities in areas such as diabetes, cancers, stroke and depression can keep half a million people out of hospital.

# Background

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Ongoing work is progressing on broader health service planning for Norfolk Island, including the planning for a new health facility. It is important that health promotion is integrated into all health service planning undertaken.

Census information from 2016 indicates the Norfolk Island population (total recorded 1748 people) age distribution is skewed towards an older demographic when compared with the rest of the Australian population (49.8% aged 50 years and over compared with 34.1% for all of Australia). Health data previously gathered also indicates a higher incidence of overweight or obesity, psychological distress, cardiovascular disease, diabetes and hypertension when compared with the overall Australian or NSW population,

although in some of these cases the rates were comparable with regional and remote population data., (Norfolk Island Hospital Enterprise, Health Services Survey Report, February 2015 (R&S Muller Enterprise Pty Ltd). This report also provided some data on physical activity levels, sexual activity by young people, mental health, alcohol, smoking and other drug use on risk, indicators of domestic violence, mobility and access to health care services although data interpretation was not extensive and comprehensive analysis wasn't performed.

Research finding published in 2005 (Bellis et al) indicated that Norfolk Islanders with "Bounty" heritage had a genetic pre-disposition to an increased prevalence of cardiovascular risk factors, including hypertension, increased blood lipids and obesity.

In 2016 the Central and Eastern Sydney PHN Needs Assessment Report indicated that the main communicable diseases on Norfolk Island were sexually transmitted infections (STIs).

This Needs Assessment report, which drew on a range of data sources, also indicated cancer screening rates were currently low due to the lack of available local cancer screening services. During 2018 breast cancer screening commenced with an agreement now in place to continue to provide yearly breast screening clinics.

Local community health data is now being collected through the GP Practice software, with a recent report (July 2021) including all local clinic patients (n=1977) finding that:

- 4.5% of patients were recorded as having a diagnosis of Coronary Heart Disease
- 5.5% of patients had a diagnosis of Diabetes
- 2.2% of patients were reported as having Chronic Obstructive Pulmonary Disease
- 2.3% of patients were reported as having renal impairment or Chronic Kidney Disease
- 21% with diagnosis of hypertension
- 14% of patients 10 years and above were reported as current smokers, however over 14% of the total patients (10 years and older) did not have their smoking status reported so the real percentage is likely to be higher.

The Health and Wellbeing Advisory Sub-Committee (of the Norfolk Island Community and Clinical Consultative Committee, CCCC) was formed in August 2018 and has met regularly since. This group includes two community representatives and provides advice and support to the Health and Wellbeing Coordinator as well as providing feedback on activities to the CCCC. This sub-committee will continue with yearly reviews of its terms of reference.

# Conceptual Framework for Determinants of Health

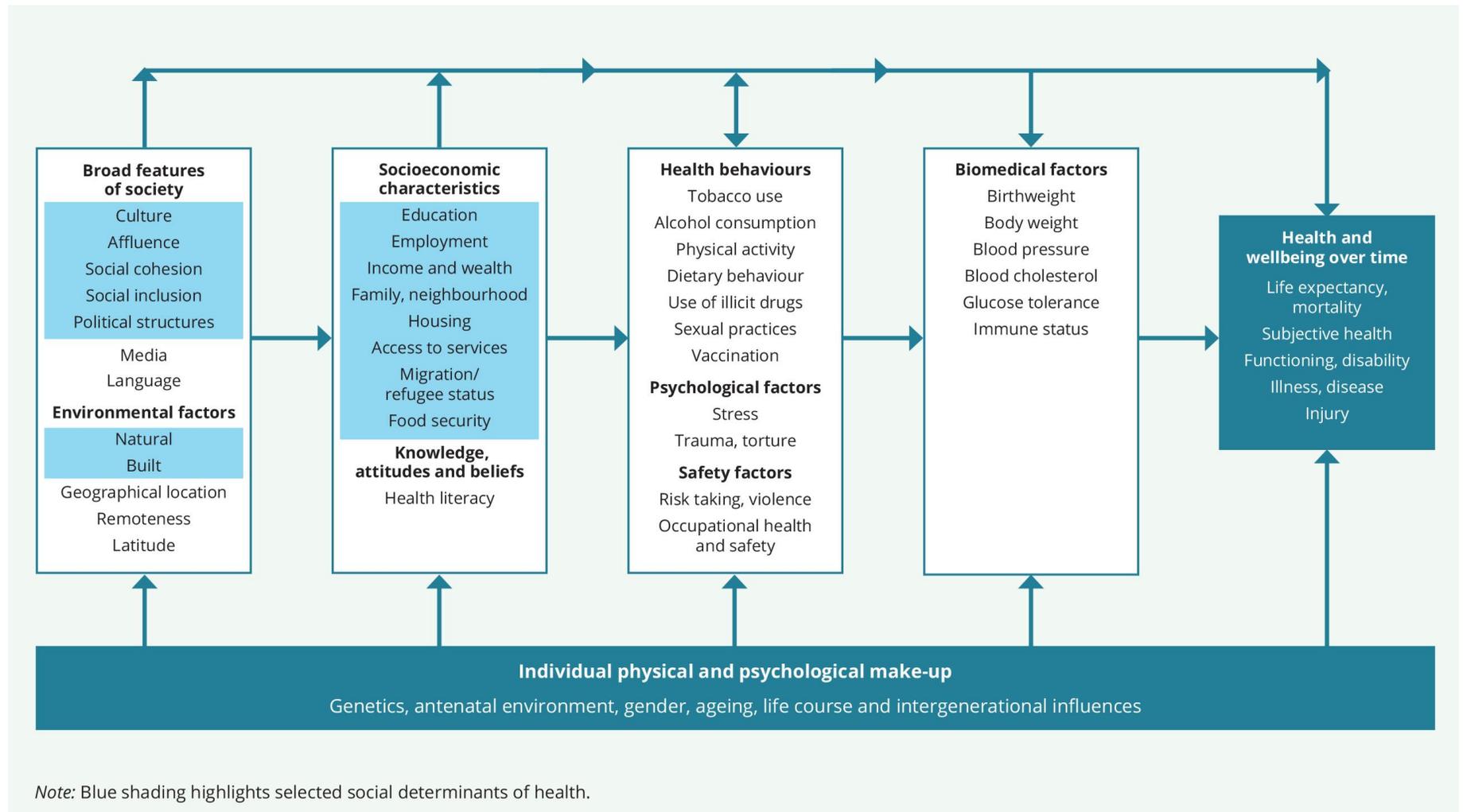
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The conceptual framework outlined below in Table 1 was developed by the Australian Institute of Health and Welfare. The framework outlines the various factors that influence health, also called determinants of health. It builds on the previous health promotion plan's summary of approaches to health promotion.

Many factors influence how healthy we are. Some of these are on the individual level such as health behaviours, genetic make-up and blood levels of different chemicals while others are at a broader level, such as the availability of health screening and treatment services, vaccination programs and a healthy environment. Collectively these factors have been termed determinants of health. It is important to understand that health and wellbeing is the product of a combination of all these factors and is not solely about individual health-related behaviours.

A "systems" approach needs to be taken when considering options for addressing a particular health and wellbeing need rather than just aiming for individuals to change their health-related behaviours. Factors from each of the areas described in Table 1 have been taken into consideration in formulating this plan.

**Table 1: A Conceptual Framework for Determinants of Health**



Source: AIHW 2012. Risk factors contributing to chronic disease. Cat. no. PHE 157.

## Focus Areas

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The 2018-19 Health Promotion Plan was broken up based on life stages as well as a whole of community area. This proved to be a useful and easy to understand approach and has continued in the current plan. Many of the actions will continue from earlier years with some adjustments under each focus area.

The current plan has a three year timeframe (2019-2022), however the actions will be detailed in an action plan on a (financial) yearly basis. This will allow flexibility in implementation over the three year period. The plan is a living document and will be updated as required if any additional areas are identified as high priority to the community. Action Plans for years two and three will be provided towards the end of the each financial year. The following focus areas will remain for the three year period:

- 1. Children, Young People and Families**
- 2. Adults**
- 3. Older people**
- 4. Whole community**

There will be some overlap between the health promotion actions listed under each of these focus areas. In most cases the activities will be based on or directly linked to existing evidence based programs or campaigns within Australia or internationally. Some programs are tailored to the Norfolk Island context, incorporating the Island's unique culture and heritage.

The lead agency/agencies are indicated. Where the lead agency is not NIHRACS, the Health and Wellbeing Coordinator will seek updates as to progress of the action but will not be responsible for reporting back in detail to NIHRACS and CESPNN on that action.

## Action Plan: July 2021- June 2022

Category	Project	Key components	Timeframes	Lead Agency	Other Agencies	Progress at June 2021
Children, Young People, Families	1.0 Sexual Health	1.1 Continue condom supply in accessible locations	Ongoing	Health and Wellbeing (H&W)		Vending machines not able to be restocked due to supply issues. Different venues being trialled.
	2.0 Skills development programs for young people	2.1 Children's Holiday Wellbeing Program each school holidays	School holidays	NI-Connect		Positive feedback received for holiday program and good re-attendance rates.
		2.2 Active promotion of family support program, including info sessions for Community 2.3 Peer Support Program 2.4 Other programs, eg Cyber health	2021/22 2021/22	NI-Connect NI Central School, (NICS) NICS, NI-Connect		Peer Support program implemented in primary classes.  School and NI Connect ran e-safety training for students and staff Feb 2020 – almost 300 people attended, very positive feedback
3.0 Support Antenatal, Postnatal and Child Health	3.1 Parent bags 3.2 Mother's group – Bumps and Bubs	Ongoing	NIHRACS Anglicare	GPs NI-Connect	Continuing to fund parent bags. Bumps and Bubs	

	Services	3.3 Antenatal Education Program (Your Pregnancy, Birth and Beyond)		NIHRACS - Midwife	NIHRACS staff	Program conducted by Anglicare. NIHRACS Antenatal Education Program commenced June 2021
	4.0 Continue NI Active Kids Program	4.1 NI Active Kids	Continuing in 21/22	H&W	NI-Connect NICS Sporting and other activity based clubs	NI Active Kids implemented successfully, approx. 80% of school kids received a voucher. Evaluation summary from 19/20 is Appendix 1.
	5.0 Young people Health Checks	5.1 Implement checklist based on HEEADSSS Screening tool	21/22	H&W	NICS Young people GP Clinic NI-Connect MHAG Anglicare NIRC, Youth Council	Checklist developed, awaiting permanent Med Super GP to be appointed to implement.
	6.0 Parenting Programs	6.1 Circle of Security Parenting, Tuning into Teens and Tuning into Kids 6.2 Explore other parenting programs	21/22	Anglicare	NI-Connect NIHRACS – child health nurses	Anglicare and NI-Connect facilitating Circle of Security Parenting

Category	Project	Key components	Timeframes	Lead Agency	Other Agencies	Progress at June 2021
Adults	7.0 Healthy Men's program	7.1 Men's Health Checks – GP Clinic or Community, promotion during Men's Health Week.	Men's Health Week June 2022	H&W and GP Clinic	St John Ambulance NIHRACS Physio Workplaces Volunteers Sporting Clubs Men's Shed Anglicare Churches	Men's Health week 2021– Men's Health checks conducted at Bowling Club, approx. 20 men had a check. Tradies Week didn't proceed as contact didn't reply.
	8.0 Mental Health	8.1 Mental Health First Aid Training 8.2 Mental Health awareness activities as they arise	3 times/year  Ongoing	MHAG	MHFAA NIHRACS – HW C and GP Clinic NI-Connect	MHAG ran a MHFA program in Feb/March 2021 and planning future courses
	9.0 Women's Health	9.1 Explore various women's health activities, working with WAGNI	21/22	H&W WAGNI	Anglicare	WAGNI ran a successful event celebrating International Women's Day in March 2021.
	10.0 Chronic disease primary and secondary prevention program	10.1 Diabetes: ongoing screening, education sessions 10.2 NDSS local access point monitoring 10.3 Cardiac rehab program 10.4 Healthy Lifestyle Programs 10.5 Heart Foundation Walking Group 10.6 Other activity programs – direct involvement or	Ongoing	H&W, NICHE Coordinator Clin Nurse Educator, Physio, Pharmacist, GP Clinic – Chronic Disease Nurse,	NIHRACS - GP Clinic, Nursing Staff, Psychologist, Social Worker NI-Connect Local Gym other activity providers Pharmacy St John's Ambulance Heart Foundation Other businesses/providers Community Groups Care Norfolk	Cardiac Rehab program started May 2021.  Get Healthy Service commenced April 2021.  Other programs ongoing eg Walking Group, Dance program, NDSS Local

		sponsorship 10.7 Get Healthy NSW Program 10.8 Promote sleep apnoea screening and local sleep studies 10.9 Other chronic disease awareness raising, linked to calendar 10.10 Norfolk Is Community Health Empowerment (NICHE) program			Diabetes NSW/ACT/Qld SDA Church Other NGOs	Access Point, sleep studies  NICHE Program commenced May 2021
	11.0 Cancer Screening	11.1 Breast Cancer screening 11.2 Promotion of awareness days/weeks/months	Ongoing, yearly	H&W NI Breast Screen GP Clinic	NIHRACS Social Worker WAGNI	Successful Breast Screen activity Feb 2021. Continue to promote screening for other cancers

Category	Project	Key components	Timeframes	Lead Agency	Other Agencies	Progress at June 2020
Older People	12.0 Falls Prevention	12.1 Kaa Kaepsais multidisciplinary program	Ongoing	NIHRACS - Physio	Care Norfolk NIHRACS - balance and bones GP Clinic Community Groups	Kaa Kaepsais program implemented and evaluated with positive feedback
	13.0 Dementia Support Awareness	13.1 Ongoing visits by Dementia Support Australia (DSA)	21/22	NIHRACS Social Worker	GP Clinic Care Norfolk NIHRACS - Allied Health and Residential Aged Care, Nursing Staff Community Pharmacy	DSA visit planned for end June 2021 but didn't proceed due to COVID-19 outbreaks.
	14.0 Garden Beds For Seniors Program	14.1 Continue collaborative program to encourage seniors to grow veges	21/22	H&W	NI Men's Shed NI Garden Club	9 garden beds, using recycled materials installed to date

Category	Project	Key components	Timeframes	Lead Agency	Other Agencies	Progress at June 2021
Whole Community	15.0 Health and Wellbeing Expo	15.1 Plan for 2021 Expo	September 18	H&W	All Health and Wellbeing agencies local and off island	Planning well underway
	16.0 Skin Cancer Awareness and Prevention	16.1 Ongoing promotion of skin checks - available all year	Ongoing	GP Clinic	School NIRC Community Groups	Implemented
	17.0 Healthy Norfolk	<p>17.1 Community Program - Health Education sessions, linked to visiting clinicians</p> <p>17.2 Infection control – Flu vaccine promotion General infection control</p> <p>17.3 Healthy Cooking Demonstrations</p> <p>17.4 Explore other options, eg. Hospital based raised garden beds and providing excess fruit and vegetables to Community, Healthy Menu Choices</p> <p>17.5 Link with other events - Norfolk Show eg Smoothie Bike</p>	<p>Ongoing</p> <p>Yearly Ongoing</p> <p>Bi-monthly</p> <p>21/22</p>	<p>H&amp;W</p> <p>GP Clinic</p> <p>H&amp;W</p> <p>H&amp;W</p> <p>H&amp;W</p>	<p>Community Groups, Local businesses and chefs/cooks NIRC St John Ambulance School and other educational providers Police Men’s Shed Garden Club NI Connect Sporting Clubs Office of Administrator Volunteers</p>	<p>Ophthalmology Community Q&amp;A session conducted Dec 20.</p> <p>Successful flu vax clinics conducted</p> <p>Bi-monthly healthy cooking demos continuing with good attendance and evaluation,</p> <p>Te-gadda we ell health promotion campaign continues using Facebook, newspaper, Norfolk Online, website, email and radio.</p>

		17.6 Continue "Te-gadda we ell" health promotion campaign - Facebook, email, radio and newspaper promotion	Ongoing	H&W		
		17.7 Trial a basketball program for all ages, with possible expansion under AOD prevention strategies	August 2021	NI Connect	NI Central School H&W Basketball coaches	
	18.0 Smoking Reduction Program	18.1 Smoking Cessation Clinic  18.2 Continue to advocate for legislation change to increase cost of tobacco products to assist with reducing smoking rates	Ongoing	H&W	GP Clinic Visiting Respiratory team Dental Clinic Pharmacy NICS NIHRACS - Psychologist, Social Worker NIRC	Ongoing, more patients needed, continuing to promote to GPs
	19.0 Implement alcohol and other drugs (AOD) prevention programs	19.1 AOD Community Action Plan – target group young people. Form Local Drug Action Team (LDAT) and implement H&W Young Ambassador Program.	21/22	H&W NICS	GP Clinic NIRC, Psychologists, Social Worker, Police Anglicare NI-Connect St John Ambulance Ni Youth Services	LDAT funding submission successful – Community Action Plan in development
	20.0 Emily Bay Accessibility Program	20.1 Continue Program in summer months	Ongoing (summer)	H&W	NIHRACS, Physio, Facilities Care Norfolk Volunteers Trainers	Successful re-start to program in 2021

	21.0 Sensory Room – Evidence based support of a range of sensory-affected conditions	21.1 Continue to improve and promote Sensory Room	Ongoing	H&W NI Connect	Life Without Barriers NICS Care Norfolk	Ongoing promotion of sensory room
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## Communication Activities

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It is important to use as many channels as possible to communicate the various health promotion messages and activities to the Community. The following avenues have been used successfully.

- Regular live radio interviews on various health promotion topics
- Through various community organisations/clubs
- Weekly newspaper updates as part of the NIHRACS weekly update
- Website updates in “News” section
- Weekly health and wellbeing updates by email to subscribed recipients
- Use of calendar of events on NIHRACS website
- Use of NI Community Classifieds Facebook page (with over 1800 members) to promote various health messages and community presentations. In April 2020 a Health and Wellbeing Facebook page was developed, initially as a way to promote the key preventative COVID-19 health messages and is now integrating general health promotion content. The Facebook page is part of an overall health and wellbeing campaign with the slogan “te-gadda we el” (Together, we can). A series of images were produced by a local graphic designer to compliment the messaging campaign.
- Other emerging communication options, eg explore possibility of a health message digital noticeboard.

## Evaluation

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An evaluation and progress report will be undertaken in the final 2 months of each 12 month period and most programs are individually evaluated as they are implemented.

## Additional Priority Areas

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Although this and the previous health promotion plans aim to address the highest priority areas it is recognised that there are many other important areas requiring attention and resources. These are reviewed each year.

# Appendix One: Consultation/Communication Summary

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The following agencies/groups were consulted or communicated with regarding the Norfolk Island Community Health Promotion Plan:

- The Health and Wellbeing Advisory Sub-Committee (of the Norfolk Island Community and Clinical Consultative Committee, CCCC)
- Care Norfolk
- Anglicare
- Norfolk Island Health and Residential Aged Care Services (NIHRACS), including NI-Connect and GP Clinic
- Mental Health Awareness Group
- Banyan Park
- Life Without Barriers
- ASPECT
- People Plus
- Norfolk Island Regional Council (NIRC)
- Chrysalis Counselling & Coaching
- Norfolk Island Central School (NICS)
- Women's Advocacy Group, Norfolk Island (WAGNI)
- Central and Eastern Sydney Primary Health Network (CESPHN)
- South Eastern Sydney Local Health District (SESLHD)
- Burnt Pine Pharmacy
- St John Ambulance, Norfolk Island
- Ministers Fraternal
- NI-Connect and Key Assets