

2022

FINAL PROGRAM REPORT



Norfolk Island

Health Promotion Plan

Acknowledgements

The Health and Wellbeing team would like to express gratitude to many people who have supported us in developing and implementing the Norfolk Island Community Health Promotion Plan.

Firstly the Norfolk Island community who have embraced the health promotion activities and given feedback to further improve the programs. The various agencies and community organisations working on and off-island who have been willing to work together to promote and action the preventative messages and activities.

Although there are too many individuals, to whom we are grateful, to name everyone individually those who we wish to name specifically for their very significant contribution are:

- Lesley Pullen from Central and Eastern Sydney Primary Health Network for her guidance and continual support
- Dale Howe and Eve Semple for their tireless advocacy for health promotion on Norfolk Island
- Kath Boman for her support and belief in health promotion

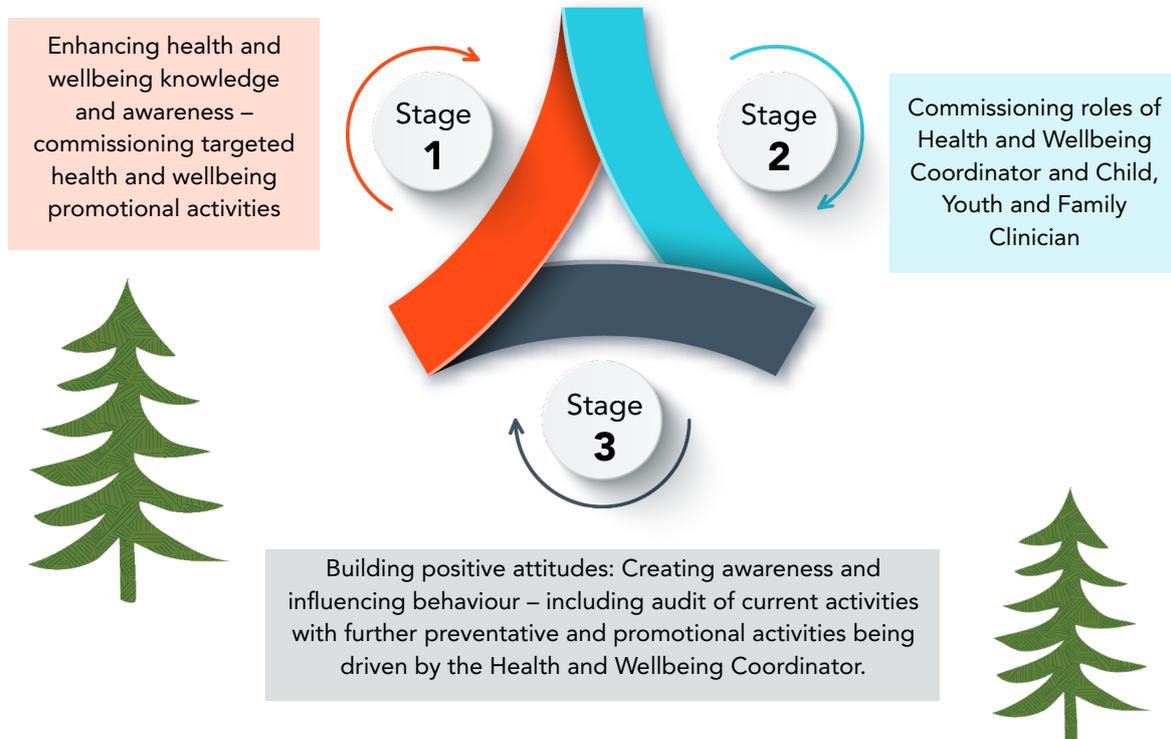
We would also like to thank Jodie Williams for her amazing skill at designing many of our resources and for her work on this final report.

The Health and Wellbeing team – Karen Innes-Walker, Maria Massey and Jane Trotter.

Program Overview

Definition of Health Promotion... Health promotion can be defined as *“the process of enabling people to increase control over determinants of health and thereby improve their health”* (World Health Organisation, 1986)

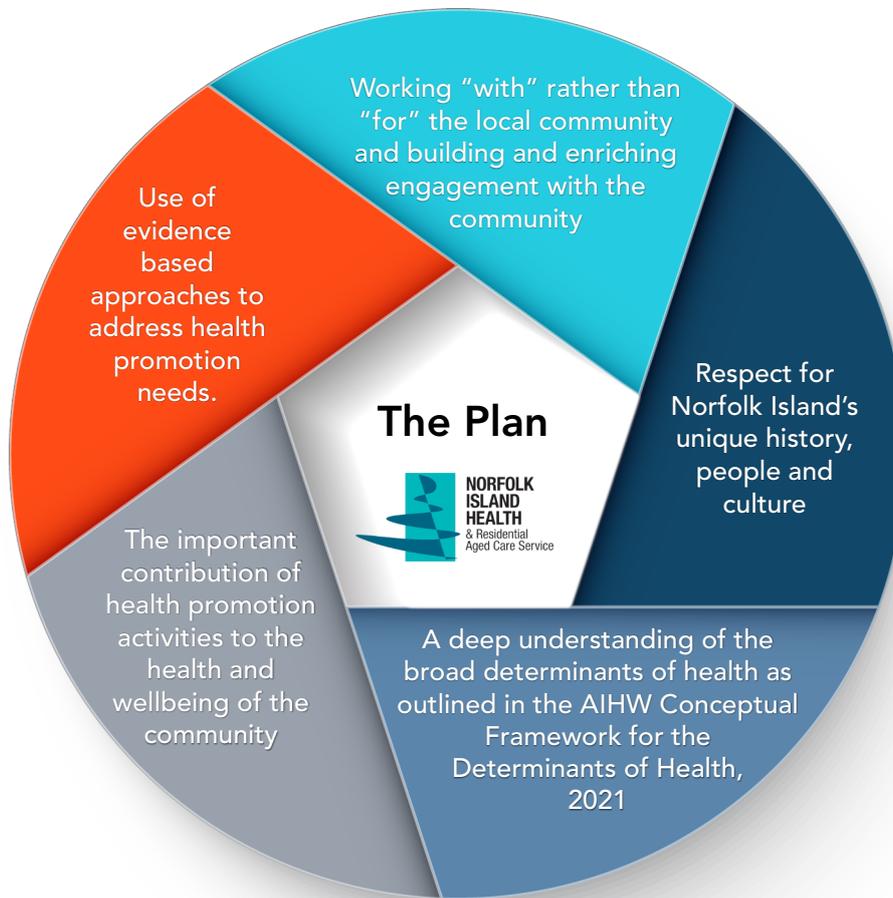
- In 2017 Central and Eastern Sydney Primary Health Network (CESPHN) released “Norfolk Island Health Promotion Plan – Enhancing Health and Wellbeing Knowledge and Awareness”. This plan was based on the Norfolk Island Needs Assessment as well as further feedback and consultation with the Norfolk Island Community.
- This Plan outlined three stages, these being:



- Prior to this health promotion activities on the island were ad hoc and not coordinated and health literacy in the community had not been comprehensively addressed
- The Health and Wellbeing Coordinator commenced in March 2018 with a 12 month contract and undertook broad consultation of community members, community organisations and agencies in order to provide focus to community strategies in the first Norfolk Island Health Promotion Plan (2018-19)
- In June 2019 CESPHN extended the funding agreement with Norfolk Island Health and Residential Aged Care Service (NIHRACS) to cover 2019 – 22

- The 2019-22 NI Community Health Promotion Plan (the Plan) built on the first Health Promotion Plan

The Plan was underpinned by the following guiding principles:



The Plan is about health promotion, including primary and secondary prevention rather than treatment services.

Aim: To improve the health and wellbeing of the Norfolk Island Community

- Objectives: each activity or project outlined in the Plan has its own objectives but the overall objectives of the Plan are:
 - To address the highest priority areas identified in the needs analysis comprised of the community and agency consultation summary as well as the available health data
 - To include the whole community in the scope of the plan
 - To provide a plan with information on each of the proposed activities, timeframes, lead and other agencies/community groups involved
 - To update the Plan on a yearly basis and make changes based on the review findings To manage program funds effectively
 - To include an advisory group including community representation
 - To evaluate activities/projects and to regularly report back to relevant governance groups, funders and other stakeholders, including the community.

Methodology

Engagement

- Part of the culture of the Norfolk Island community is to assist others in need, with many volunteer-driven community organisations providing support for the people who live on the island.
- The community were consulted as part of the development of the Plan and many of the subsequent health promotion strategies have been developed and delivered collaboratively with both individual members of the community and community organisations
- Initial and ongoing consultation with local and off-island agencies, community groups and individual community members
- Health and Wellbeing Advisory Sub-Committee of the Norfolk Island Community and Clinical Consultative Committee (CCCC)
- The Health and Wellbeing Advisory Sub-Committee, formed in 2018, provides support and advice on the implementation of the Norfolk Island Community Health Promotion Plan and guidance on future health promotion plans. It also provides a range of perspectives, including community, service provider (both clinical and broader) views. Membership includes NIHRACS senior staff, some other local agencies, the supporting primary health network and community membership. The community members term is 2 years and are selected from expressions of interest put to the broader community through local media
- The CCCC is designed to provide a structure for consultation with, and involvement of, clinical staff and the community they service in management decisions impacting the health service. Membership includes senior management from NIHRACS, clinical staff representatives, state service support partner and community representatives

Identifying needs

- As above there was an initial then ongoing consultation process inviting feedback on priority health promotion priority areas
- Use of available health and wellbeing data, including GP Clinic data; Census data; previous research project data; data from various consultant's reports; data from other rural or remote surveys/research etc.
- Census information from 2021 indicates the Norfolk Island population has increased in recent years, placing greater demands on the existing health and wellbeing services and increasing the need for health promotion activities. The total recorded number of people was 2,188 compared with 1,748 in the 2016 Census.
- The age distribution is strongly skewed towards an older demographic when compared with the rest of the Australian population (50.4% aged 50 years and over compared with 35.4% for all of Australia).
- This skewed older population increases the incidence of chronic health conditions in the community and increases the need for chronic condition self-management programs as well as the need to increase health literacy

Risk mitigation

- Main risk mitigation strategy, relating to the risk of the Plan not being implemented was to actually have a documented plan and to review the plan on a regular basis and make adjustments as required
- Health Promotion policies and procedures were developed to outline the process of developing and reviewing the Plan in case the incumbent Health and Wellbeing Coordinator was not available to progress the Plan review and update
- Having the Health and Wellbeing Advisory Sub-Committee ensured a group of people were up to date with progress and challenges and they provided advice and feedback regularly
- Tracking of program expenditure and quarterly reviews of financial status assisted in managing financial aspects

Any ethical considerations

As the whole community is the scope of the Plan it is divided into 4 sections, ie

- Children, Young People and Families
- Adults
- Older people
- Whole community

This means that the activities/projects related to each section were apparent and the Plan did not ignore any of these sections of the community.



Summary of Activities

Children. Young People. Families

PROJECT	OUTCOME
Sexual Health	Increased access to condoms
Skills development for young people	Children’s holiday wellbeing program
Antenatal, Postnatal and Child Health	Parent bags with education information, antenatal education program
NI Active Kids	Voucher system demonstrated increase in physical activity
Parenting Programs	Implemented various programs spanning from toddlers to teens

Norfolk Island Active Kids Program

Running since 2019, the NI Active Kids Program aims to assist families to increase their children’s physical activity and social engagement through \$100 vouchers to assist with registration fees for sporting groups and other activities. The program partners with 13 local sporting and activity clubs or providers. Evaluation data has shown consistent excellent uptake (75% in 21-22), nearly 60% of parents indicated the program encouraged more physical activity and 100% would recommend the program.



Adults



PROJECT

OUTCOME

Healthy Men

Men's Health checks – going to the men

Mental Health

Mental Health First Aid – local facilitator-led program

Women's health

Yearly women's health events

Chronic disease
Cancer screening

Secured access to National Diabetes Support Service
Cardiac Rehab program
Heart Foundation walking group
Staying Health, Living Well then Norfolk Island Community Health Empowerment (NICHE) Programs
On-island breast screening service

Women's Health Events

The Women's Advocacy Group Norfolk Island (WAGNI) have shown leadership in health promotion for many years by organising at least yearly Women's Health Events. Since 2019 the Health and Wellbeing team have partnered with WAGNI to plan and implement these events. In 2019 and 2022 visiting inspirational women, including a former Olympic gold medal swimmer and Eating Disorder specialists joined with local female health professionals to provide an informative and entertaining session, attracting in excess of 50 girls and women. The 2022 event which focussed on body image and eating disorders was rated as excellent by almost 90% of those attending.

Whole Community



PROJECT

OUTCOME

Annual Health and Wellbeing Expo

4 Expos since 2018 all with excellent evaluation outcomes

Skin Cancer Awareness and Prevention

GP Clinic offers free skin checks all year

COVID-19 and Flu prevention and vaccination program

Over 90% eligible at least double vaccinated

Healthy Cooking Demonstrations

Awareness and prevention campaign, including radio messages in Norfolk language
15 demos held so far all with positive evaluation results

Basketball program

Implemented

Smoking Cessation Clinic

Ongoing

Alcohol and other drugs

Successful submission to establish a Local Drug Action Team and implementation of SHAW-UP Program

Accessibility Program

Summer program implemented to facilitate access to Emily Bay for people with mobility issues

Sensory Room

Established and available to Community

Annual Health and Wellbeing Expo

The annual health and wellbeing Expo is the major health promotion event and has been held 4 times since 2018. It brings together local and off-island agencies and community groups to showcase all things health and wellbeing for the local community and visitors to the Island. In 2022 the Expo had 31 Exhibitors, 1 Healthy Food provider and 6 presentations and approximately 200 attendees over the 3 hours it was open. Over 80% of respondees to the evaluation rated the Expo as excellent.

Healthy Cooking Demonstration Program

To date 15 healthy cooking demonstration events have been held each with a different focus. Local chefs and home cooks have provided the demonstrations to groups of local community members and some visitors. The local Dietitian attended and provided some healthy nutrition tips as well as recipes and the food tasting was enjoyed. Evaluations consistently show the sessions were very positively received.

Emily Bay Accessibility Program

This program aims to provide access to the main swimming beach for people with mobility issues. Coordinated by the Health and Wellbeing team, a group of trained volunteers have allowed many people who would not otherwise been able to access the water.

Older People



PROJECT

Falls Prevention

Dementia Support

Garden Beds for Seniors

OUTCOME

“Kaa Kaepsais” multidisciplinary program

Dementia Support Australia visits

11 raised garden beds constructed using waste materials

Raised Garden Beds for Seniors Program

Conducted in collaboration with the Norfolk Island Men’s Shed and Garden Club this program provided 11 raised garden beds using materials that would have otherwise been disposed through the waste management service.

Note: The NI Community Health Promotion Plan provides further details, including who the lead agency is for each project.

Evaluation

Overall Health Promotion Program Evaluation:

With regards the evaluation of the short, medium and long term outcomes, a qualitative evaluation process was undertaken to obtain feedback from community members, NIHRACS staff as well as from community organisations and other agencies.

The desired outcomes can be summarised as:

Short term Outcomes

- improved awareness of health promotion
- increased community knowledge of preventable health conditions
- understanding of the various screening & health checks available to assist with prevention or management of pre-existing conditions

Medium Term Outcomes

- greater integration of health promotion (based on the determinants of health) into the overall health and wellbeing services
- increased focus of health services on prevention
- community concept of wellness rather than sickness

Long term Outcomes

- Long term outcome is a more health literate community who can navigate a range of preventative health and wellbeing services
- services result in a healthier community across a range of health and wellbeing areas



The following are some of the feedback received:

"The CESP HN health promotion funding has enabled a greater Norfolk Island community awareness of the role that health promotion plays in the prevention of health conditions and the importance of a focus on people's wellbeing."

Kath Boman, Manager NIHRACS

"As a result of funding from PHN, the Norfolk Island Mental Health Awareness Group have been able to supply mental health resources to the community. Funding also enabled two people to be trained as Mental Health First Aid Instructors providing Mental Health First Aid training to the community."

David McCowan, President Mental Health Awareness Group.

"Firstly to thank CESP HN for their very successful, productive and generous partnership with us, and the fact that they "got Norfolk Island". I agree that there has been improved awareness of Health promotion, and the concept of wellness, and that your strategic plan has seen a greater integration of health promotion, albeit rather slow in some areas due to the community education and culture change needed, as well as consistent team work/ awareness needed from the GP Practice, and considering that we started from Ground Zero. I feel that there has been improved coordination between various Community Organisations, and that inroads have been made, evidenced by encouraging attendances at various functions and promotions. Thank you for your role in having such a good grasp of the priorities in the community, and for the great teamwork that, along with CESP HN , have brought to the introduction of Community Health here"

Dale Howe, Community Representative on Health and Wellbeing Advisory Sub-Committee and Women's Advocacy Group Norfolk Island.

"As a newer resident living and working on Norfolk Island, I have witnessed the passion of the Health and Wellbeing Team to contributing to the information, education and support of Norfolk Island residents. The support provided by the Central and Eastern Sydney Primary Health Network through funding, guidance and other resources has made a valuable contribution to the community – the Health and Wellbeing Expo, the Healthy Cooking demonstrations and the NICHE program are all valuable and valued. Gratitude"

Sally Rashbrooke, Safety Quality Accreditation Manager, NIHRACS.

"The health promotion team steadily promote innovative ways to engage the Norfolk Island Community in education about health issues. Attendance to activities can vary but through consistent effort the community joins in the discussion, activity or program. This approach is valuable as the community works through word of mouth, the communication styles adopted are both culturally appropriate and considerate to the intended audience. The Health and Wellbeing Expo is a beneficial event that brings together agencies, health practitioners and community health awareness groups to one central space, the main benefit is that it starts a conversation, conversation about health issues are now becoming the norm thanks to the consistent communication from the health promotion team."

Heather Bruce, Programme Officer, Department of Infrastructure, Transport, Regional Development, Communities and the Arts

“The Health and Wellbeing team has delivered a range of initiatives focused on health and wellbeing promotion which have been instrumental in contributing to more community understanding and uptake of prevention and early intervention services, which we know are the key to improving health and wellbeing outcomes as well as reducing demand on tertiary services.”

Stephanie Fielder, NI Connect Operations Manager.

“The NICHE program is a tangible success in my opinion. I see every week both the short term and long term benefit’s of the NICHE program for the chronic disease patients on Norfolk Island. The integration and positive engagement of the patient with their health journey and the ability of the program to bridge the gap between admission, complex acute presentations and support them in preventing further illness is a joy to behold. The support and motivation I have seen brought to patients who may have previously felt lost or abandoned is uplifting for the NIHRACS health team too.”

Dr Sam Jones, Medical Superintendent, NIHRACS.



Specific Activity Feedback

Health and Wellbeing Expo 2022:

"Was a great event, so much available that we don't know about"

"Nothing, just keep it going in future years"



NI Active Kids Parent Evaluation Survey

"It was fantastic to see all the different activities that were offered and how much fun the kids had"

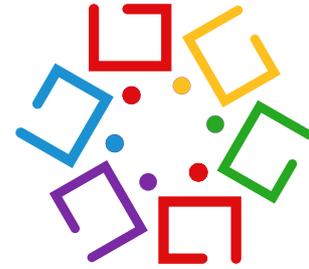
"Everything, it's a wonderful initiative, congratulations. I loved the range of choices the kids had, and I did try to encourage them to try something they had not tried before. So, so good. Very much appreciated."

Healthy Cooking Demonstrations

"Very enjoyable evening discussing food & recipes, recipes with NI ingredients"

"Was excellent, good use of local "what we can get", "make do" and healthy. Presenters confident and inclusive of group. Enthusiasm and loved the inclusion of "Mums" recipes handed down to make the food & occasion special. Thank you"





Reflections

What worked well

- Having the Plan and making it a living document with a more substantial annual review allowed the team and other agencies/community groups involved to have a document to refer back to and to report on. This also allowed gaps to be identified and documented at the review time.
- Including some activities as “Investigate” rather than implement directly allowed time to explore evidence based programs available to address particular health and wellbeing areas.
- Working with and building capacity of local resources. This involved collaborating with local community organisations and individuals to develop and deliver as many programs as possible (eg Mental Health First Aid, Men’s Health Checks, Women’s Health events, Healthy Cooking demonstrations). This allows the programs to have inbuilt sustainability as well as being more accepted by the Community.
- Having the Health and Wellbeing Advisory Sub-Committee with community membership gave richness to the Plan review process as well as providing advocates for the Plan and health promotion more broadly.
- Having a Program budget available to fund or subsidise projects was essential to successful implementation of the Plan.
- Locating the Health and Wellbeing team close but separate to the rest of NIHRACS allowed for a different type of interaction with the Community, despite some IT and communication issues

What would you do differently in future

- Most of the difficulties encountered in implementing the Plan revolve around the complexity of and changes to the health governance structure on Norfolk as well as some external factors affecting some of the relevant determinants of health (eg food security). At times this has led to delays and frustrations but it is not easy to mitigate these issues without major systemic changes in governance structures.
- COVID-19 impacted significantly on the health promotion activities able to be implemented since early 2020 but we have worked to find alternatives where possible.
- Otherwise there are very few areas where we would have done things differently.

Recommendations

What would you recommend to ensuring the future success of this program.

- Continuing community involvement and ongoing activities to maintain engagement with all stakeholder groups and interested individuals.
- Success requires strong support from the NIHRACS management team and an understanding of the important role of health promotion within the overall health service.
- Continuing support from the funding Primary Health Network to provide advice, assist with sourcing evidence based programs and contacts with educational resources or expertise in particular areas.
- Clarity on various governance groups involved in the health service and their role in advocating for health promotion and commitment to do so.
- Conversely the various departments and governance groups require orientation, understanding and clarity about where the health and wellbeing team "fit" and where the funding comes from.
- Ongoing program funding so projects and activities can be developed, promoted and implemented.
- Equipment such as IT hardware and printing devices as well as sound systems, data projector, screen, tables, chairs, display cabinets etc

