



Norfolk Island Community Health Promotion Plan

Our Community, Our Focus

July 2022 – June 2025

Updated February 2023

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Introduction

This plan builds on earlier Norfolk Island Community Health Promotion Plans, the first of which was released in 2018. From 2018 until September 2022 funding and significant support has been provided by Central and Eastern Sydney Primary Health Network (CESPHN). To align with the transition of health support services from NSW to Qld the Health and Wellbeing service will transition to Brisbane North Primary Health Network (BNPHN) from October 2022. Future funding arrangements are still being discussed at time of publication. The Health and Wellbeing Team acknowledge the great support provided by CESPHN, in particular Lesley Pullen and look forward to working with BNPHN.

Much has been achieved in the first 4 years since the appointment of the Health and Wellbeing Coordinator but there are 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

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 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). The Census data also provided information on chronic health conditions, see Table One below:

Table 1: Chronic health condition from Census 2021

Type of long-term health condition <i>All people</i>	Norfolk Island	%	Other Territories	%	Australia	%
Arthritis	177	8.1	252	5.3	2,150,396	8.5
Asthma	139	6.4	268	5.6	2,068,020	8.1
Cancer (including remission)	74	3.4	102	2.1	732,152	2.9
Dementia (including Alzheimer's)	23	1.1	27	0.6	189,162	0.7
Diabetes (excluding gestational diabetes)	76	3.5	189	3.9	1,198,721	4.7
Heart disease (including heart attack or angina)	106	4.8	161	3.4	999,096	3.9
Kidney disease	24	1.1	45	0.9	231,777	0.9
Lung condition (including COPD or emphysema)	37	1.7	55	1.1	441,109	1.7
Mental health condition (including depression or anxiety)	114	5.2	187	3.9	2,231,543	8.8
Stroke	20	0.9	34	0.7	234,609	0.9
Any other long-term health condition(s)	157	7.2	269	5.6	2,041,929	8.0
No long-term health condition(s)	1,274	58.2	2,723	56.9	15,292,718	60.2
Not stated	285	13.0	983	20.5	2,066,251	8.1

Note 1: Respondents had the option of reporting multiple long-term health conditions. Therefore, the sum of all long-term health condition responses for an area will not equal the total number of people in the area.

Note 2: Calculated percentages represent a proportion of the number of people in the area (including those who did not answer the long-term health conditions question).

More information on [Type of long-term health condition \(LTHP\)](#)

Table based on place of usual residence

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. It should be noted that the sample was over represented by older people and data interpretation was not extensive and a 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. This research has become longitudinal with the most recent health data collection occurring over several months spanning 2021-22. The 2021 census data indicates over 25% of Norfolk's population has Pitcairn heritage so any greater pre-disposition to these factors is significant.

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 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 (May 2022) including all local clinic patients (n=2258) finding that:

- 4.0% of patients were recorded as having a diagnosis of Coronary Heart Disease
- 3.9% of patients had a diagnosis of Diabetes
- 2.4% of patients were reported as having Chronic Obstructive Pulmonary Disease
- 2.4% of patients were reported as having renal impairment or Chronic Kidney Disease
- 19.9% with diagnosis of hypertension
- 14.6% of patients 10 years and above were reported as current smokers, however over 13.9% 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, as well as some local agencies including NIHRACS, and provides advice and support to the Health and Wellbeing team. Regular reports are made on activities to the CCCC. This sub-committee has yearly reviews of its terms of reference.

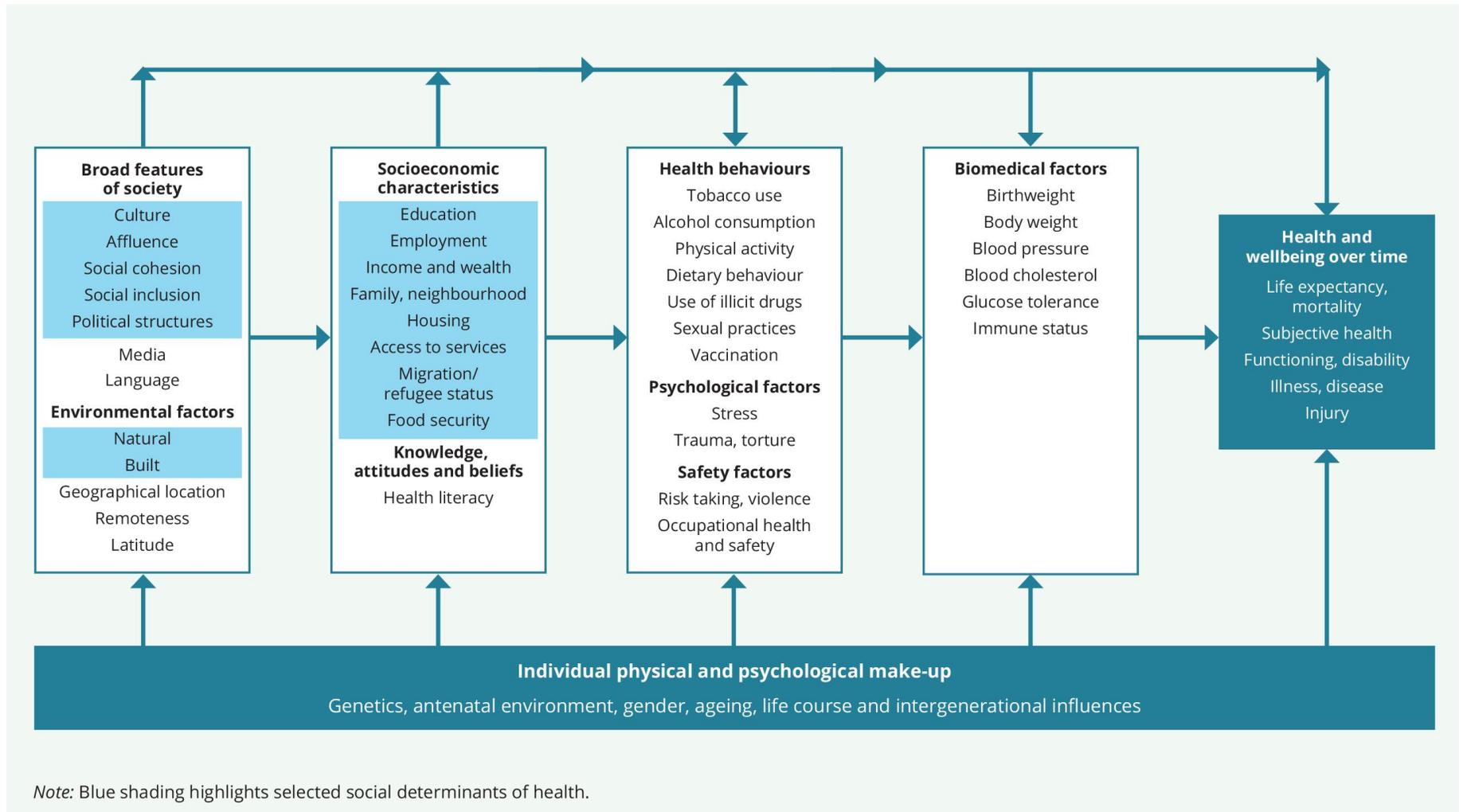
Conceptual Framework for Determinants of Health

The conceptual framework outlined below in Table 2 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 2: A Conceptual Framework for Determinants of Health



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

Focus Areas

The Norfolk Island Community Health Promotion Plan (2022-25) will continue to display activities based on life stages as well as a whole of community area. This has proven to be a useful and easy to understand approach. Many of the actions will continue from earlier years with some adjustments made each year.

Although the plan has a three year timeframe the actions will be detailed 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. The focus areas are:

- 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 from 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 Team will seek updates as to progress of the action but will not be responsible for reporting back in detail to NIHRACS and the Primary Health Network on that action.

Action Plan: July 2022- June 2023

Category	Project	Key components	Timeframes	Lead Agency	Other Agencies	Progress at end Dec 2022
Children, Young People, Families	1.0 Sexual Health	1.1 Continue condom supply in accessible locations 1.2 Respectful Relationships, Lovebites Program	Ongoing	Health and Wellbeing (H&W) NI Central School (NICS)	NIRC WAGNI	Condom vending machines continue to be utilised NICS runs Lovebites program in partnership with other trained professionals
	2.0 Skills development and wellbeing programs for young people	2.1 Children's Holiday Wellbeing Program each school holidays 2.2 Norfolk Island Youth Wellbeing Strategy and associated programs to be developed through broad consultation and co-design process with young people. 2.3 Wellbeing/recreational activities - weekly social basketball – targeted at children	School holidays Strategy development July 22 – Jan 2023 Ongoing	NI-Connect NI-Connect NI-Connect	 NICS	Program is conducted for approximately eight days, four times per calendar year in school holidays Recent changes include more smaller group activities in different locations. New Strategy Had lower levels of attendance due to a range of factors and then the court has not been available due to

		and young people but includes adults.				works occurring. Plans to re-establish in the new year.
		2.4 Weekly breakfast club	Ongoing	NI Connect	NICS	Continued on Wednesday mornings, well attended (average 50-70) by children and young people.
		2.5 Weekly afterschool Wellbeing/Learning Hub	Ongoing	NICS/NI Connect		Took over from Drop in chat sessions. NI-Connect staff area available
						New Program
	3.0 Support Antenatal, Postnatal and Child Health Services	3.1 Parent bags 3.2 Pregnancy, Birth and Beyond program 3.3 Antenatal Education Program	Ongoing	NIHRACS Anglicare St John Ambulance NIHRACS - Midwife	GPs NI-Connect NIHRACS staff	NIHRACS funding parent bags. St John also provide welcome hamper to returning parents Pregnancy, Birth and Beyond program Program conducted by Anglicare continues. NIHRACS Antenatal Education Program, no further programs, affected by COVID-19
	4.0 Continue NI Active Kids Program	4.1 NI Active Kids	Continuing in 23/23	H&W	NI-Connect NICS Sporting and other activity based clubs	NI Active Kids continues to be well supported with last financial year 75% uptake, 100% of participants who responded to the evaluation survey saying they would recommend it to

						others. 57% indicated the program led to an increase in their child(ren)'s physical activity level
	5.0 Parenting Programs	6.1 Circle of Security Parenting, Tuning into Teens (TINT) (link with AOD activities) and Tuning into Kids 6.2 Explore other parenting programs, eg Peaceful Kids and Bringing Up Great Kids	22/23	Anglicare H&W/NI-Connect Anglicare	NI-Connect NIHRACS – child health nurse H&W Anglicare	Anglicare reporting no parenting programs conducted due to change of staff and COVID-19 3 NI-Connect and one H&W staff trained in TINT facilitation, course planned for Feb 2023
	6.0 Family focussed programs	7.1 Investigate family programs for families with at risk members (mental health, physical conditions). May include physical activity, nature education, social activities 7.2 Domestic and Family Violence – emergency accommodation and support services	22/23 22/23	Community members with interest in these programs NI Connect	H&W NI-Connect Anglicare WAGNI MHAG Police NIHRACS WAGNI Anglicare	New inclusion NI-Connect continue to work with a working group of stakeholders on updating policy and procedures and developing information for community members and other professionals. Counselling provided

Category	Project	Key components	Timeframes	Lead Agency	Other Agencies	Progress at end Dec 2022
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 2023	H&W and GP Clinic	St John Ambulance NIHRACS Physio Workplaces Volunteers Sporting Clubs Men's Shed Anglicare Churches	Await Men's Health Week in 2023 to continue health checks. Plan to link in with general community health checks
	8.0 Mental Health	8.1 Mental Health First Aid Training 8.2 Investigate other Mental Health awareness activities including stress management and resilience building 8.3 Investigate including mental health aspects and breakout groups in chronic disease programs listed in item 10 below	2 times/year Ongoing	MHAG H&W	MHFAA NIHRACS NI-Connect	MHAG continues to run MHFA programs using H&W Office as venue
	9.0 Women's Health	9.1 Explore various women's health activities, working with WAGNI	22/23	H&W WAGNI	NICS	Planning for a NI Women's Health event to be held in first quarter 2023
	10.0 Chronic disease primary and secondary prevention program	10.1 Diabetes: ongoing screening, education sessions 10.2 Cardiac rehab program	Ongoing	H&W, NICHE Coordinator Clin Nurse Educator, Physio, Pharmacist, GP Clinic – Chronic	NIHRACS - GP Clinic, Nursing Staff, Psychologist, Social Worker NI-Connect Local Gym other	Cardiac Rehab program on hold due to COVID-19 restrictions and lack of regular Physio.

		<p>10.4 Healthy Lifestyle Programs</p> <p>10.3 Heart Foundation Walking Group</p> <p>10.4 Other activity programs – direct involvement or sponsorship</p> <p>10.5 Other chronic disease awareness raising, linked to calendar</p> <p>10.6 Norfolk Is Community Health Empowerment (NICHE) program</p>		Disease Nurse,	<p>activity providers Pharmacy St John's Ambulance Heart Foundation BNPHN Other businesses/providers Community Groups Care Norfolk SDA Church Other NGOs</p>	<p>Investigating linkage to My Health For Life Program (Qld) through BNPHN</p> <p>Walking Group ongoing, success in small grant from Heart Foundation</p> <p>NICHE Program continuing with improving referrals from GPs</p>
	11.0 Breast Cancer Screening	<p>11.1 Breast Cancer screening</p> <p>11.2 Promotion of awareness days/weeks/months</p>	Ongoing, yearly	H&W NI Breast Screen Trust Fund GP Clinic	NIHRACS Social Worker WAGNI Sydney Breast Clinic	Breast Screen yearly visits. Planning for visit Feb 2022 – promotion to community. Continue to promote screening for other cancers

	12.0 Mental Fitness Coaching Program Also relevant for Older People. *See Below for more information	12.1 Self-directed learning packages (available with or without online coaching sessions); Face-to-face individual or group coaching (weekly, fortnightly, or monthly sessions); Intensive Coaching Retreat (10 hours) at Norfolk Island.	As per key components	Chrysalis Wellness Services		New inclusion
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*** Mental Fitness Coaching Program**

Mental fitness is the process of building up mental strengths in order to withstand, cope with, and grow from life’s challenges. It takes personal development beyond the well-known construct of “resilience” which refers to “bouncing back” after adversities. Mental Fitness programs are broader in scope, encompassing the idea of post-traumatic growth or flourishing. It is a learned competency which is a product of the social, emotional, cognitive, and physiological capacities of a person or a group to cope successfully with individual or collective challenges.

Chrysalis Wellness Services offers various options for promoting Mental Fitness:

- Self-directed learning packages (available with or without online coaching sessions);
- Face-to-face individual or group coaching (weekly, fortnightly, or monthly sessions);
- Intensive Coaching Retreat (10 hours) at Norfolk Island.

In addition to the services offered to the community (i.e. Mental Fitness Coaching), Chrysalis Wellness Services also offer a consultancy service to individuals or organisations developing mental health education / promotion programs including designing service and program evaluations (quantitative and qualitative), and supervision for mental health service providers. This includes coaching in Applied Positive Psychology and Neuroscience.

Enquiries to Dr Kate Lemerle (Psychologist) on 02 9136 8013 (AUS) or 52112 (NI) or chrysalis54@inet.net.au

Category	Project	Key components	Timeframes	Lead Agency	Other Agencies	Progress at end Dec 2022
Older People	13.0 Falls Prevention	13.1 Kaa Kaepsais multidisciplinary program	Ongoing	NIHRACS - Physio	Care Norfolk NIHRACS - balance and bones GP Clinic Community Groups	Kaa Kaepsais program in recess due lack of permanent Physio
	14.0 Dementia Support Awareness	14.1 Ongoing visits by Dementia Support Australia (DSA)	Ongoing	NIHRACS Social Worker	GP Clinic Care Norfolk NIHRACS - Allied Health and Residential Aged Care, Nursing Staff Community Pharmacy	Visit occurred in September for H&W Expo
	15.0 Garden Beds For Seniors Program	15.1 Continue collaborative program to encourage seniors to grow veges	22/23	H&W	NI Men's Shed NI Garden Club	On hold waiting for response from Men's Shed

Category	Project	Key components	Timeframes	Lead Agency	Other Agencies	Progress at end Dec 2022
Whole Community	16.0 Health and Wellbeing Expo	16.1 Plan for 2023 Expo	August 2023	H&W	All Health and Wellbeing agencies local and off island	Planning commenced
	17.0 Skin Cancer Awareness and Prevention	17.1 Ongoing promotion of skin checks - available all year	Ongoing	GP Clinic	School NIRC Community Groups	Ongoing
		17.2 Explore other programs, policies of relevance to Norfolk	2022-23	H&W		New Action
	18.0 Healthy Norfolk	18.1 Community Program - Health Education sessions, linked to visiting clinicians	Ongoing	H&W	Community Groups, Local businesses and chefs/cooks NIRC St John Ambulance School and other educational providers Police Men's Shed Garden Club	Advised by MNHHS that community talks by visiting clinicians would not occur at this stage
			18.2 Infection control – Flu vaccine promotion COVID-19 Vaccination program General infection control	Yearly Ongoing	GP Clinic	NI Connect Sporting Clubs Office of Administrator Volunteers
		18.3 Healthy Cooking Demonstrations	Bi-monthly	H&W		Last few healthy cooking demos cancelled due to COVID-19 restrictions, planning to re-start in early 2023
		18.4 Healthy Choices Option Program	22/23	H&W	Local restaurants and cafes	5 cafes/restaurants participating
		18.5 Continue "Te-	Ongoing	H&W		Te-gadda we ell health

		<p>gadda we ell" health promotion campaign - Facebook, email, radio and newspaper promotion</p> <p>18.6 Gardening Skills Program – Permaculture Design and Practice</p>	22/23	H&W	Local Permaculture and other gardening experts	<p>promotion campaign continues using Facebook, newspaper, Norfolk Online, website, email and radio.</p> <p>First program very successful, 20 participants, planning for expanded program in 2023.</p>
	19.0 Smoking Reduction Program	<p>19.1 Smoking Cessation Clinic</p> <p>19.2 Continue to advocate for legislation change to increase cost of tobacco products to assist with reducing smoking rates</p>	Ongoing	H&W	<p>GP Clinic</p> <p>Visiting Respiratory team</p> <p>Dental Clinic</p> <p>Pharmacy</p> <p>NICS</p> <p>NIHRACS - Psychologist, Social Worker</p> <p>NIRC</p> <p>NDARC</p>	<p>Ongoing, more patients needed, continuing to promote to GPs. Difficult with number of short term locums.</p> <p>Await outcomes of NDARC research project</p>
	20.0 Implement alcohol and other drugs (AOD) prevention programs	20.1 AOD Community Action Plan – target group young people. Form Local Drug Action Team (LDAT) and implement programs as per Community Action Plans	22/23	H&W NI-Connect NICS Other LDAT members	<p>GP Clinic</p> <p>NIRC,</p> <p>Psychologists,</p> <p>Social Worker,</p> <p>Police</p> <p>Anglicare</p> <p>St John</p> <p>Ambulance</p>	CAP approved for facilitator training in Tuning Into Teens and implementation of program in early 2023 (see above – 6.1)

		20.2 Explore opportunities to expand CAP in 2022-3 to include a program building on the SHAW-UP Program conducted in 2022.		H&W NI-Connect NICS Other LDAT members	MHAG	
	21.0 Emily Bay Accessibility Program	21.1 Continue Program in summer months	Ongoing (summer)	H&W	NIHRACS, Physio, Facilities Care Norfolk Volunteers Trainers	Restarted Program with good attendance and volunteer involvement. Currently have 12 participants on contact list
	22.0 Sensory Room – Evidence based support of a range of sensory-affected conditions	22.1 Review location and model of Sensory Room	Ongoing	H&W NI Connect	Life Without Barriers NICS Care Norfolk	Review of sensory room shows it has been underutilised and space is now limited due to extra staff at NI Connect. Working with Manager NI Connect on other potential locations.
	23.0 Red Cross Emergency Services Community Engagement Volunteers Team Training. For more information see below*	23.1 Volunteers help individuals, organisations and communities prepare for, respond to and recover from emergencies.	Twice yearly recruitment	Red Cross		New inclusion in plan

*Red Cross Emergency Services Community Engagement Volunteers Team

Australian Red Cross Emergency Services Community Engagement Volunteers help individuals, organisations and communities prepare for, respond to and recover from emergencies. Working alongside our Red Cross Norfolk Island Branch, volunteers help the local community identify needs and opportunities for building community resilience and strengthening our capacity to cope with emergencies and disasters. Examples of our community activities include:

- Emergency preparedness workshops (e.g. RediPlan, PillowCase School Project);
- Community-Led Resilience Teams;
- Multi-Agency Disaster Response Activation Rehearsals.

Full training is provided locally and online, with volunteers attending regular skill drill sessions, as well as supporting Branch fundraising activities and other events to raise the profile of Red Cross and its humanitarian activities.

Recruitment intakes twice yearly. Contact Team Leader on 52112.

Communication Activities

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 Health and Wellbeing Facebook page and sharing to other local Facebook pages (with high participation) to promote various health messages and community presentations.
- Other emerging communication options, eg explore possibility of a health message digital noticeboard.

Evaluation

Progress reports are completed quarterly and most programs are individually evaluated as they are implemented.

Additional Priority Areas

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

In addition to calls for input from the community through local media, 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 the GP Clinic
- Mental Health Awareness Group
- Banyan Park
- Life Without Barriers
- ASSURIA
- 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)
- Brisbane North Primary Health Network (BNPHN)
- Burnt Pine Pharmacy
- St John Ambulance, Norfolk Island
- NI-Connect and Key Assets
- Kym Buffett