



## **Norfolk Island Health & Residential Aged Care Service**

Supporting Health, Wellbeing and Excellence in Care:  
for Our Community, by Our People, with Our Partners

# **Norfolk Island Community Health Promotion Plan 2025-2027**



Excellence

Integrity

Respect

Teamwork

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## Key Milestones for Health Promotion on Norfolk Island



## What is Health Promotion

*Health promotion is the process of enabling people to increase control over, and to improve their health* (WHO (1998) Health Promotion Glossary).

Health promotion aims to engage and empower individuals and communities to choose healthy behaviors and make changes that reduce the risk of developing chronic diseases and other morbidities.

It covers a wide range of social and environmental interventions that are designed to benefit and protect individual people's health and quality of life by addressing and preventing the root cause of ill health, not just focusing on treatment and cure.

The aim of the Norfolk Island Health and Wellbeing Program is to improve access to health and wellbeing activities that increases health literacy, awareness and access to activities and services that meets the needs of the community.

## NIHRACS Mission, Goal and Values

### Mission

Supporting health, wellbeing, and excellence in care: for our community, by our people, with our partners.

## Goal and Values

With health promotion and education at our core, NIHRACS will deliver high-quality, person-centred care, across the lifespan to all who live on or visit Norfolk Island. We will deliver this through a dedicated appropriately skilled team, contemporary facilities, and equipment. This care will be supported by strong governance, input from our community and effective integrated service partnerships on Island and abroad.

This goal is underpinned by our values:



**Excellence:** Excellence in health service delivery



**Integrity:** "INASMUCH" - authentic, compassionate, caring



**Respect:** Person centred: services appropriate to culture, age, heritage, and needs



**Teamwork:** Our people, our community, our partners working together

## NIHRACS Strategic Priority

This plan is aligned with the NIHRACS Strategic Priority: *To focus on health and wellbeing, incorporating health promotion, literacy and education as core business, with an emphasis on improving the health of our community.*

NIHRACS Strategic Priority underpins the NICHPP.

## Purpose, Scope and Context

The Norfolk Island Health Community Promotion Plan (NICHPP) aligns with all five Ottawa Charter action areas:

1. Build healthy public policy
2. Create supportive environments
3. Strengthen community action
4. Develop personal skills
5. Reorient (health) services to be health promoting

The NICHPP has a strategy mix that adapts to local needs while drawing on relevant best practices in health promotion theory and evidence. The identified programs are based on proven, evidence-based campaigns from Australia and internationally. These programs are customized to suit the Norfolk Island context, integrating the island's unique culture and heritage.

The NICPPP is has been developed with the community, the Health and Wellbeing Advisory Sub Committee, NIHRACS. It aligns with the Brisbane North Primary Health Network (BNPHN) Health Needs Assessment and NIHRACS Strategic Plan and Community Engagement Framework.

## Identified Target Population Groups

The BNPHN identified in the Health Needs Assessment (HNA), target groups that reside on Norfolk Island. Some residents belong to one or more of these groups. The population groups and rationale are listed:

1. Children and Families: There are key challenges in supporting children with developmental vulnerabilities and those who have witnessed domestic and family violence. Raising children is important for the population as it allows for a continuation of a health and proud heritage.
2. Young People: There is a need to support children post school and transitioning to explore off island opportunities. Health promotion and literacy are needed for personal health and wellbeing, alcohol and other drugs, sexual safety, mental health and suicide prevention (20% are under 20 years old).
3. Mothers- there are limited resources to work with mothers and children pre-birth and in the first 2000 days of life. Without island birthing access, mothers remain separated from their support network until after childbirth. This results in disruption of care due to early discharge and a decline in post-natal care to return to the island as quickly as possible.
4. Women- Health providers and community representatives reported Women to be vulnerable. Ongoing advocacy and support for women is needed.
5. Men- Fewer health seeking behaviors make men vulnerable. Specific men's health checks and social connectedness are key.
6. People with Disability and Carers- Up to 1 in 4 people experience mobility issues on island and a high proportion identify as having a disability. Access to services and meeting NDIS eligibility is difficult. There are limited respite and support service options available.
7. Older People- A large percentage of the population is older (50% is over 50 years old). There are limited resources such as the number of beds available for respite, retirement village options and limitations with home care packages and home-based support. Diseases of older age comprise a significant proportion of the disease burden on the island.

## Health Promotion Opportunities and Priorities for Norfolk Island 2025-2027

10 health and service needs emerged as actionable priorities from the HNA. 9 priorities have programs that implement strategies through the funded health promotion program. They are:

### Service navigation, integration & coordination

Target Groups	Children & Families	Young People	Adults	Older People
Expected outcomes	Service linkages are mapped and presented in an accessible format for residents, such that access to health care is improved			
Health & Wellbeing Program	<ul style="list-style-type: none"> <li>• Social Prescribing- LinkWell</li> <li>• Health and Wellbeing Expo</li> </ul>			
NIHRACS	<ul style="list-style-type: none"> <li>• NIPTAS</li> <li>• Social Worker</li> <li>• Chronic Health Clinic</li> </ul>			
Other Agencies	<ul style="list-style-type: none"> <li>• Norfolk Island Community Services Interagency</li> </ul>			

## Health Literacy

Target Groups	Children & Families	Young People	Adults
Expected outcomes	Improved distribution of information about services and supports available for health and wellbeing that contributes to improved levels of health literacy		
Health & Wellbeing Program	<ul style="list-style-type: none"> <li>• Health Literacy Project (lead)</li> <li>• Health and Wellbeing Expo (lead)</li> </ul>		
NIHRACS	<ul style="list-style-type: none"> <li>• Health Literacy Project</li> <li>• Health and Wellbeing Expo</li> <li>• Interpreter service access</li> <li>• Staff education</li> </ul>		
Other Agencies			

## Mental Health & Wellbeing

Target Groups	Children & Families	Young People	Adults	Older People
Expected outcomes	A stepped model of primary mental health care services across the life span and a range of community and health services results in improved wellbeing and reduced social disconnection.			
Health & Wellbeing Program	<ul style="list-style-type: none"> <li>• Beyond Norfolk</li> <li>• Tuning into Teens</li> </ul>			
NIHRACS	<ul style="list-style-type: none"> <li>• Social Worker</li> <li>• Psychiatrist (FIFO model)</li> </ul>			
Other Agencies	<ul style="list-style-type: none"> <li>• BNPHN Psychologist (FIFO model)</li> <li>• Psychology- Dee James and Chrysalis</li> <li>• Counselling children, young people and parents – NI Connect, Anglicare</li> <li>• Young Mental Health First Aid Program - Youth Mental Health Awareness Group</li> <li>• Mental Health First Aid Training - Mental Health Awareness Group</li> <li>• Domestic and Family Violence-emergency accommodation and support services – NI Connect/Anglicare</li> </ul>			

## Perinatal & Support

Target Groups	Children & Families	Mothers	Fathers
<b>Expected outcomes</b>	Wrap-around support and education for families ensure that infants and children can reach their cognitive, physical and emotional potential.		
<b>Health &amp; Wellbeing Program</b>	<ul style="list-style-type: none"> <li>• Food Literacy</li> <li>• Tuning into Kids</li> </ul>		
<b>NIHRACS</b>	<ul style="list-style-type: none"> <li>• New Parent Bags</li> <li>• Antenatal Education Program</li> <li>• Pregnancy, Birth &amp; Beyond Program in collaboration with Anglicare</li> <li>• Dietitian</li> </ul>		
<b>Other Agencies</b>	<ul style="list-style-type: none"> <li>• Mother group – Anglicare</li> <li>• Pregnancy, Birth &amp; Beyond Program – Anglicare/NIHRACS</li> <li>• Initial assessments- through referral funded by Norfolk Island Support and Education Development Unit</li> <li>• Early Intervention- if eligible funded through NDIS</li> </ul>		

## Obesity

Target Groups	Children & Families	Young People	Adults	Older People
<b>Expected outcomes</b>	Access to evidence based chronic disease/healthy lifestyle programs that support prevention, treatment and rehabilitation.			
<b>Health &amp; Wellbeing Program</b>	<ul style="list-style-type: none"> <li>• Heart Foundation Walking Group</li> <li>• Dance Program</li> <li>• Healthy Choices Option Program</li> <li>• Healthy Cooking Demonstrations</li> <li>• Targeted Information sessions</li> <li>• NI Active and Creative Kids Program</li> <li>• Beyond Norfolk- independent living skills program</li> </ul>			
<b>NIHRACS</b>	<ul style="list-style-type: none"> <li>• Chronic Health Clinic</li> <li>• Dietitian</li> </ul>			
<b>Other Agencies</b>	<ul style="list-style-type: none"> <li>• Healthy Lifestyle Programs - CHIP-SDA Church</li> </ul>			

## Aged Care

Target Groups	Older People
<b>Expected outcomes</b>	Older adults on Norfolk Island receive tailored supports and have safe, quality options available for ageing 'in place'.
<b>Health &amp; Wellbeing Program</b>	<ul style="list-style-type: none"> <li>• Raised Garden Beds for seniors</li> <li>• Heart Foundation Walking Group</li> <li>• Emily Bay Access Program (advocacy)</li> </ul>

<b>NIHRACS</b>	<ul style="list-style-type: none"> <li>• Chronic Health Clinic</li> <li>• Dementia Support Awareness</li> </ul>
<b>Other Agencies</b>	<ul style="list-style-type: none"> <li>• Care Norfolk Inc</li> <li>• Stretch Classes</li> </ul>

### Sexual Health

<b>Target Groups</b>	Children & Families	Young People	Adults
<b>Expected outcomes</b>	Health promotion activities reduce the incidence of sexually transmitted infections, stigma about contraception is managed, and education about appropriate sexual relationships is delivered.		
<b>Health &amp; Wellbeing Program</b>	<ul style="list-style-type: none"> <li>• Condom supply in accessible locations</li> </ul>		
<b>NIHRACS</b>	<ul style="list-style-type: none"> <li>• NICS health talks</li> </ul>		
<b>Other Agencies</b>	<ul style="list-style-type: none"> <li>• Lovebites Program – NI Central School/NI Connect</li> </ul>		

### Sedentary Lifestyle

<b>Target Groups</b>	Children & Families	Young People	Adults	Older People
<b>Expected outcomes</b>	Health promotion activities lift participation in community initiatives that promote movement and physical activity, ultimately reducing disease risk.			
<b>Health &amp; Wellbeing Program</b>	<ul style="list-style-type: none"> <li>• NI Active and Creative Kids Voucher Program</li> <li>• Men's Health Checks-in conjunction with GP Clinic</li> <li>• Women's Health – in conjunction with GP Clinic and WAGNI</li> <li>• Health &amp; Wellbeing Expo</li> <li>• Permaculture Design &amp; Practice</li> <li>• Community Garden</li> <li>• Emily Bay Accessibility Program (advocacy)</li> <li>• Promotion of awareness days/weeks/month</li> <li>• Community Presentations</li> <li>• "Te-gadda we ell" health promotion campaign</li> </ul>			
<b>NIHRACS</b>	<ul style="list-style-type: none"> <li>• Chronic Health Clinic</li> <li>• Dietitian</li> </ul>			
<b>Other Agencies</b>	<ul style="list-style-type: none"> <li>• Children's Holiday wellbeing Program – NI Connect</li> <li>• NI Youth Wellbeing Strategy – NI Connect</li> </ul>			

## Alcohol & Other Drugs

Target Groups	Children & Families	Young People	Adults	Older People
Expected outcomes	Develop a whole of population health promotion program for prevention, screening and treatment of alcohol/drug related concerns that reduces the morbidity associated with use.			
Health & Wellbeing Program	<ul style="list-style-type: none"> <li>Local Drug Action Team (LDAT) and programs such as Beyond Norfolk</li> </ul>			
NIHRACS	<ul style="list-style-type: none"> <li>Smoking Cessation Clinic</li> <li>Dietitian</li> </ul>			
Other Agencies	<ul style="list-style-type: none"> <li>NDARC -survey and recommended responses</li> </ul>			

## Key Performance Indicators

Effective health promotion programs contribute to improved health outcomes such as healthier lifestyles, more effective health services, healthier environments and a decreased morbidity and disability and increased life expectancy, functional independence and quality of life (DHS Victoria (2003) *Measuring health promotion impacts: A guide to impact evaluation in integrated health promotion*, p1).

To determine if the NICHPP has had the intended effect, evaluation will take place to measure relevant changes in populations, individuals or the environment.

Key Performance Indicators have been designed that directly relate to the NIHRACS Strategic Plan and Community Engagement Framework. KPI will be reported on bi-annually to NIHRAC Clinical Governance Committee, BNPHN and the Health and Wellbeing Advisory Sub Committee.

## Conclusion

The NICHPP aligns with the current funding agreement 2025-2026 between BNPHN and NIHRACS.

The agreement states: That BNPHN and NIHRACS will work collaboratively with the Norfolk Island community to develop, implement and evaluate a health promotion plan that is based on best practice health promotion values and principles and The Ottawa Charter for Health Promotion as defined by the World Health Organisation. This includes working with the community and relevant organisations and service providers to:

- Identify and map the current health and wellbeing activities and programs accessible to people living on Norfolk Island.
- Identify gaps and prioritise health and wellbeing activities according to community needs (as identified in the Health Needs Assessment\* (HNA) and ongoing community consultation processes).

\*The HNA builds on a range of existing community consultation processes that have taken place on Norfolk Island since 2015 (i.e. Central Eastern Sydney PHN HNA (2016), KPMG Norfolk Island Health Needs Assessment Consultation Report (2019), R & S Muller Enterprise - Norfolk Island Hospital Enterprise Health Services Survey Report (2015), NIHRACS Health Service Planning Consultation Processes (current).

- Ensure the health promotion plan has a strategy mix that aligns with all five Ottawa Charter action areas and other relevant best practice health promotion theory and evidence base.
  - Develop personal skills
  - Strengthen community action
  - Create supportive environments
  - Reorient (health) services to be health promoting
  - Build healthy public policy
- Partner with relevant community members, organisations and service providers to implement, monitor and evaluate health and wellbeing activities.
- Use Process, Impact and Outcome evaluation processes to monitor, track and amend health promotion activities and strategies as required throughout the life of the health promotion plan.

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