

HEALTHY TASMANIA FIVE YEAR REPORT

JULY 2016–JUNE 2021



Healthy Tasmania Five Year Report 2016–2021

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ACKNOWLEDGEMENT OF COUNTRY

We respectfully acknowledge Tasmanian Aboriginal people as traditional custodians of the land on which we live, work and play and pay respect to Aboriginal Elders past and present.

Tasmanian Aboriginal peoples' traditional lifestyle promoted physical and emotional health and wellbeing; Aboriginal people continue to value the importance of community connection as a vital component of health and wellness. We acknowledge the ongoing work of Aboriginal organisations in ensuring the health and wellness of Aboriginal people.

We are committed to a positive future for all Tasmanians and celebrating positive change to inspire current and future generations in creating a healthier Tasmania.



Iarapuna/Bay of Fires, photographer Jillian Mundy.

ABOUT THIS REPORT

The Department of Health wrote this document.

When you see the words ‘we’, ‘us’ or ‘our’, it can mean the State of Tasmania, Tasmanian Government, Tasmanian Department of Health or Healthy Tasmania.

Healthy Tasmania refers to the many government agencies working together in partnership with the Tasmanian community to develop, support and invest in key areas of action under the Healthy Tasmania Five Year Strategic Plan.

We thank the Tasmanian community, people within the Department of Health and across many agencies for sharing their thoughts, advice, data and stories and contributing greatly to this report.

This report highlights both the major achievements and the small, incremental wins in our communities that together have improved outcomes for Tasmania as a whole.

Data used in this report

The data chosen in this report represent information on health outcomes and risk factors in the Tasmanian population, mostly from 2016 to 2019.

The data presented are selected from reliable sources that are publicly available. These include:

- the report on the Tasmanian Population Health Survey (TPHS) 2019
- Australian Bureau of Statistics (ABS) data, including the National Health Survey 2017–18; chronic conditions; nutrition and physical activity; and Aboriginal and Torres Strait Islander health and social surveys.

The TPHS has the largest sample size but cannot be compared to national data. The National Health Survey has a smaller but still very reliable sample size. It can be compared nationally, but provides no capacity for regional-level data analysis.

The National Health Survey is an interviewer-based survey and provides state-wide level data only, based on around 1 500 Tasmanian interviews every three years.

Data in this report are enhanced by stories that show community action and provide context and meaning. These stories celebrate many of the policies, programs and approaches that have improved our health since 2016.

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MESSAGE FROM THE MINISTER



The Tasmanian Government wants every Tasmanian to live their best life. That is why in 2015 we set an aspirational target to be the healthiest state in Australia by 2025. Five years on, I am pleased to report that we are making strong progress.

In 2016 we launched the Healthy Tasmania Five Year Strategic Plan to bring communities, services and government together in partnership to help Tasmanians live healthy, productive and happy lives. Under the plan, action has been taken across a range of areas and, as you can see from this report, there are many inspiring stories of success that have led to positive health outcomes.

Our next plan for 2021–2026 will build on the strengths and successes of the first, creating environments, settings and services that support Tasmanians to live a longer and healthier life.

There is no denying that COVID-19 has proven a significant disruption. It has also impacted negatively on the health and wellbeing of many Tasmanians. The Healthy Tasmania Five Year Strategic Plan

2021–2026 will renew our efforts to help Tasmanians make better connections to those around them – our neighbours and broader community – to eat well, lead more active lives, be smoke free and generally encourage good mental health and wellbeing.

Communities have always been at the heart of our plan. That is why we will continue to support communities to shape and build environments that promote health in the places where people live, work and play, and to lead the development of programs that encourage people to get involved.

The expansion of the Healthy Tasmania Five Year Strategic Plan 2021–2026 to specifically include mental health and wellbeing is so important because we know that it is just as important as physical health.

We recognise that good health and wellbeing is everyone's responsibility and requires a coordinated effort to address the broad range of factors that affect health outcomes. The government will work together across sectors and with the community on shared priorities that will make a difference for all Tasmanians now and for generations to come.

A handwritten signature in dark ink, appearing to read 'Jeremy Rockliff'.

Jeremy Rockliff
Minister for Mental Health and Wellbeing

SUMMARY

The Healthy Tasmania Five Year Strategic Plan is the Tasmanian Government's plan to make Tasmania the healthiest population in Australia by 2025.

The plan outlines the Tasmanian Government's approach to preventive health – that it is community-led and based on grassroots action. The plan sets out how individuals, communities and government can work together to ensure people stay healthier for longer.

Since its release in 2016, the Government has committed more than \$14 million to the Healthy Tasmania plan.

This included an initial commitment of \$6.4 million over four years from 2016–17. An extra \$6.6 million was committed in 2018–19 for initiatives to improve the health and wellbeing of Tasmanian communities, including \$2 million for the new Healthy Tasmania Fund in 2019–20, and a further \$2 million for the Healthy Tasmania Fund in 2020–21. From 2020–21, the plan was supported by recurrent annual funding of \$1.1 million.

Healthy Tasmania has four priority areas:

- 4 reducing smoking
- 4 healthy eating and physical activity
- 4 building community connections
- 4 chronic conditions screening and management.

There are 24 actions across the four priority areas, as well as additional actions that focus on governance and evaluation.

The actions are designed to build on community strengths and support local work, engage in community and cross-sector partnerships, and establish links and opportunities for health and wellbeing across the whole of government.

This report highlights the achievements of Healthy Tasmania from 1 July 2016 to 30 June 2021.

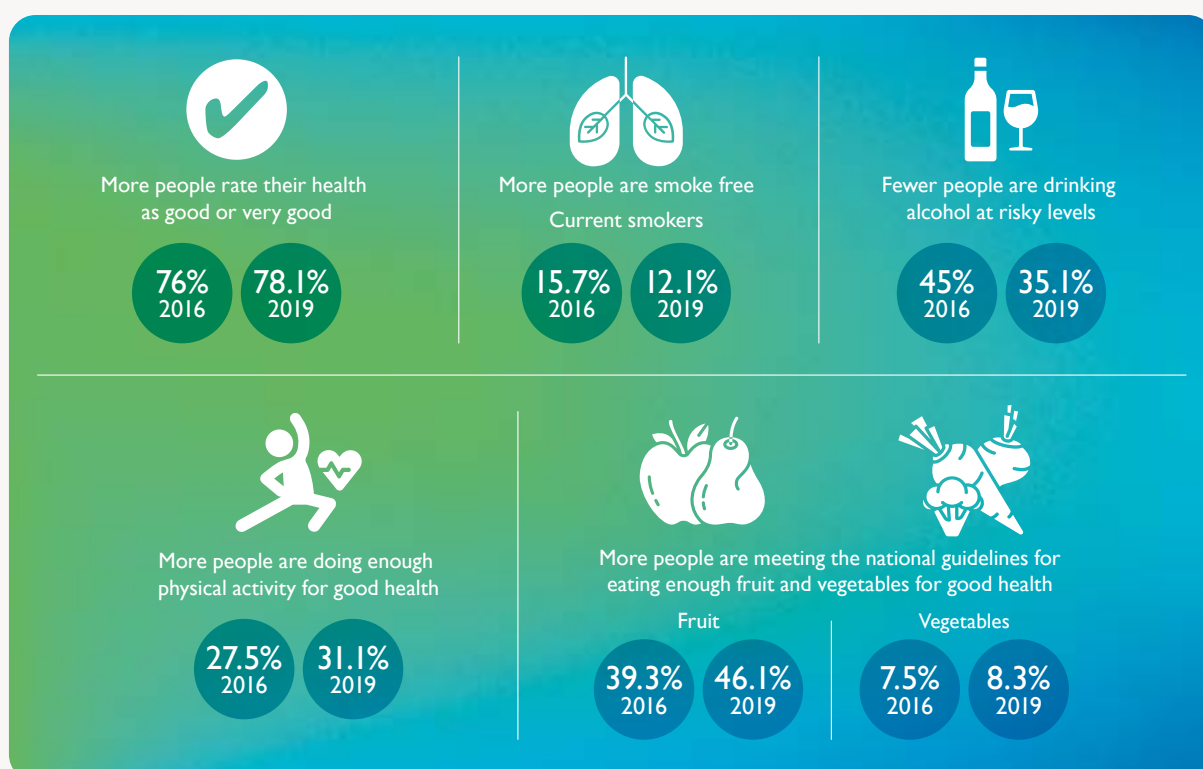


New leaders try out their skills exploring the painted cliffs of Maria Island as part of Wildcare Tasmania's Get Outside leadership camp in 2020.

TASMANIANS' HEALTH IS IMPROVING

According to the Tasmanian Population Health Survey 2019:

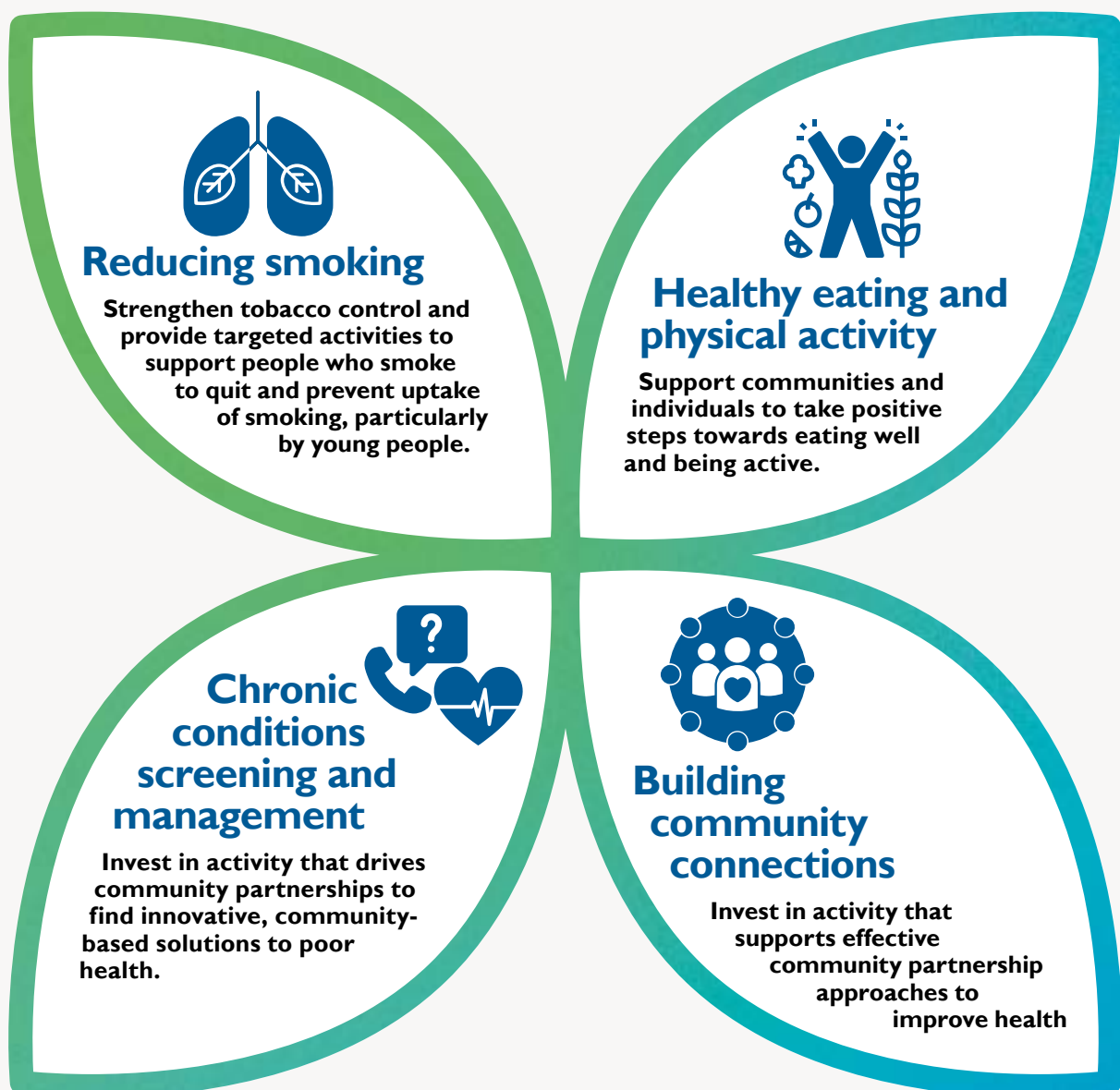
- ✓ 78.1 per cent of Tasmanians rated their health as good or very good – compared to 76 per cent in 2016.
- ✓ More Tasmanians are becoming smoke free. The proportion of people who smoke significantly declined from 15.7 per cent in 2016 to 12.1 per cent in 2019. The proportion of people who smoke in Tasmania's most disadvantaged areas fell from 24.5 per cent to 15.7 per cent.
- ✓ Drinking alcohol at risky levels fell from 45 per cent of Tasmanians in 2016 to 35.1 per cent in 2019.
- ✓ Physical activity levels have improved. In 2019, 31.1 per cent of Tasmanians did sufficient physical activity (including muscle strengthening) to support good health compared to 27.5 per cent in 2016.
- ✓ Healthy eating has improved. The proportion of Tasmanians meeting the national guideline for fruit consumption increased from 39.3 per cent in 2016 to 46.1 per cent in 2019. Only 8.3 per cent met the national vegetable guideline in 2019, a small increase from 2016 (7.5 per cent).
- ✓ Health literacy indicators suggest Tasmanians generally understand health information and have good communication with healthcare providers. In 2019, around 90 per cent of Tasmanians found it very easy or easy to understand health information and to know what to do, about the same as for 2016.



Source: Tasmanian Population Health Survey 2019

OUR ACTION PRIORITIES

Healthy Tasmania identified actions under four priority areas:



Healthy Tasmania 2016–21:

Funding and
commitment

Leadership

Partnerships with communities
and across government



Building community connections

- ✓ Invested \$5.6 million in community-led action via the Community Innovations and Healthy Tasmania Fund grants to improve health and wellbeing – 95 organisations delivered 101 projects across Tasmania
- ✓ Small grants from the Neighbour Day, Active Living and Healthy Living Community Challenges enabled 120 projects to support stronger, better connected and more active communities
- ✓ Community organisations and government connected and shared knowledge through the Community Forum, Health in all Policies Forum and Listen and Learn series
- ✓ Stronger partnerships supported the local government sector to meet the health needs of their communities
- ✓ Healthy Tasmania Portal shared stories that celebrated success, built awareness and inspired action

Improving chronic conditions screening and management

- ✓ Four Tasmanian communities identified and supported people at risk of developing chronic conditions as part of an action research project about anticipatory care



what we achieved together



Healthy eating and physical activity

- ✓ Student Health Initiative supported children to make healthy, safe and active choices in 68 schools where need is greatest
- ✓ School Canteen Accreditation Program doubled the levels of participation and accreditation, increasing healthy food options for school children
- ✓ More than 500 businesses signed up to the We Eat Local app, increasing access to affordable, healthy and locally produced food
- ✓ More than 2 100 people improved their health and wellbeing by spending time in nature through Tasmania Parks and Wildlife's Healthy Parks Healthy People program
- ✓ HealthyTasmania social media challenges inspired people to develop everyday healthy habits
- ✓ Healthy Kids website and HealthyTasmania Portal provided access to reliable and easy-to-understand health information

Reducing smoking

- ✓ New laws and regulations introduced around the sale, use and display of tobacco are helping to decrease the rate of tobacco smoking, including reducing the number of young people who start smoking
- ✓ 90 per cent of pregnant women who smoked were referred for support to quit smoking in a pilot study of carbon monoxide monitoring
- ✓ A new online system for tobacco retailers will provide data to inform more targeted tobacco control policy and programs
- ✓ Collaborative campaigns and resources encouraged young people to be smoke free



OUR CHALLENGE

Reducing smoking

Smoking remains the single greatest preventable cause of death and disease in Australia. Smoking harms not only the individual who smokes, but also those exposed to second-hand smoke. On average, 559 Tasmanians die each year from tobacco use.

We have made progress in reducing smoking rates in Tasmania. The proportion of people who smoke fell from 15.7 per cent in 2016 to 12.1 per cent in 2019.

However, it is clear from Tasmania's continued high smoking rates that more needs to be done. As part of our commitment, we have set aspirational targets to reduce tobacco use. For people aged under 25, we have committed to reducing smoking rates to better than the national average by 2025.

For Tasmanians over 18, we aim to reduce the smoking rate to 5 per cent by 2025.

Healthy eating and physical activity

Poor nutrition is a population-wide issue, and most people do not have diets that meet the dietary guidelines. Poor diet contributes to high rates of chronic conditions.

According to the National Health Survey, Tasmanians fall short on eating the recommended amounts of vegetables and fruits. In 2017–18, around one in 10 (11 per cent) Tasmanian adults met the recommended guideline for vegetable consumption (at least five serves of vegetables a day) and around one in two (47 per cent) met the guideline for fruit consumption (two serves a day).



Tasmanians are also consuming about a third of their energy from discretionary foods (energy dense, nutrient poor foods). Not all Tasmanians enjoy equal access to affordable healthy food, and income and transport are important factors in this situation.

Less than one-third (31.1 per cent) of Tasmanians aged 18–64 and around one-third (33.5 per cent) of children aged 2–17 do enough physical activity for good health. Physical inactivity is a lifestyle risk factor leading to higher rates of chronic disease and poor health outcomes.

People are disadvantaged by lack of access and inability to participate in physical activity, and influenced by experiences and changing needs across different stages of their life.

Increasing physical activity levels requires a systems approach to improve inequalities. The key areas of action to address physical inactivity are: education; transport; built environment; primary and secondary health care; communication; workplace; and sport and recreation.

Building community connections

Not everyone has the same opportunities for good health. Many factors in everyday life, including families, relationships and community, shape health in different ways.

Community-led approaches to improving health and wellbeing are important because different communities have different priorities, needs, cultures and expectations.

Supportive communities promote social connectedness and inclusion and encourage people to be active citizens.

Tasmania continues to have one of the highest proportions of people living in areas ranked most disadvantaged in Australia.

Health inequalities are experienced by more socially disadvantaged groups in Tasmania, who may have communication barriers and difficulty accessing appropriate services and making decisions about their health.

People who have difficulty understanding health information and how to look after their health are more likely to have poor health.



Eat Well Tasmania's Veg it Up and Get Fruity trails at the Taste of Tasmania highlighted seasonal dishes.

Mental health conditions affect many Tasmanians, particularly young to middle-aged people. The number of Tasmanians who report seeking help for mental health conditions is steadily increasing, with the highest rates reported by people living in disadvantaged areas.

In 2019, nearly 14 per cent of Tasmanians aged 18 years and older reported experiencing high or very high psychological distress.

Tasmania's overall health reflects our relatively older population and is influenced by the regional and rural settings where most Tasmanians live.

Chronic conditions screening and management

Health and risk of disease are affected by where people are born, grow up, live, work and age; how they live; and the systems available to promote health and manage illness.

Tasmanian's ageing population and the increasing number of people with chronic conditions, such as cancer, heart disease, diabetes, arthritis, stroke, asthma and mental health conditions, place a greater burden on health care, on individuals, and on social and community resources.

Since 2013, most chronic conditions have increased in Tasmania, especially depression, anxiety, diabetes and eye diseases. In 2019, nearly 15 per cent of Tasmanians reported having two or more chronic conditions and more than 11 per cent had three or more chronic conditions.

Preventive health screening is not as widely taken up by some population groups in Tasmania as others. This reduces opportunities for early diagnosis and treatment of chronic conditions.

PROGRESS ON PRIORITY AREAS



Reducing smoking

Reducing smoking is an important health issue.

We have initially targeted action towards reducing the supply of tobacco and on education and marketing to encourage people who smoke to quit.

Our work complements actions guided by the Tasmanian Tobacco Control Plan 2017–2021 and three key working groups: Smoke Free Young People; Smoke Free Priority Populations and Tobacco Action Evaluation.

Highlights

Invest in additional social marketing at the levels the evidence tells us will make a difference in Tasmania, as well as undertake highly targeted quit campaigns.

Healthy Tasmania supported Cancer Council Tasmania with an additional \$340 000 a year to deliver effective social marketing activities through [Quit Tasmania](#). These activities aimed to increase public awareness and personalise the health risks of smoking, as well as encourage and support people to quit smoking.

Snapshot: June 2020 ongoing

Supporting young people to be smoke free

Smoke Free Generation – be a part of it! is a collaboration of service providers who want to protect young Tasmanians from the harmful effects of tobacco use.

In conjunction with the Smoke Free Young People Working Group, the collaboration aims to prevent smoking uptake, help those who have already started smoking to quit, and create and support smoke-free environments.

In 2020, Smoke Free Generation – be a part of it! worked with young Tasmanians to improve the collaboration's branding and website.

This led to the launch of the campaign I, 2, 3 ... Hooked, which provided information and resources to encourage young Tasmanians to remain smoke free and to support people who recently started smoking to quit.

I, 2, 3 ... Hooked comprised a series of short promotional videos on YouTube, Facebook, Instagram and Catchup free-to-air channels, as well as promotional items such as postcards and posters.



Healthy Tasmania supported the Smoke Free Young People Working Group and Cancer Council Tasmania with \$50 000 to develop and implement the Smoke Free Generation campaign, 1, 2, 3 ... Hooked.

The Smoke Free Priority Populations Working Group developed the Let's Start a Conversation campaign, which aimed to encourage staff in the mental health sector to become comfortable in talking to their clients about stopping smoking. The campaign developed videos, postcards, brochures and other resources, including a simple guide on nicotine replacement therapy options.

Antenatal project supports women to quit smoking.

In 2018–19, a project at Royal Hobart Hospital found that carbon monoxide (CO) monitoring can be successfully implemented as a routine part of antenatal care.

The Antenatal Carbon Monoxide Monitoring Opt-Out Referral pilot project implemented CO breath testing of pregnant women as part of routine antenatal care provided at Royal Hobart Hospital's Midwifery Group Practice. Those with high readings of CO, indicating exposure to tobacco smoke, were referred to a smoking cessation clinical nurse consultant.

What difference did it make?

The pilot project increased rates of referral to smoking cessation advice from 10 per cent to 90 per cent. Of the 533 women who had CO testing, 95 smoked. Of these, 33 (35 per cent) successfully quit. The average length of smoke-free time for women who attempted to quit, successful or otherwise, was 11 weeks.

The project was well received by midwives and pregnant women, including those who



did not smoke. The pregnant women who tried to quit reported that their main motivation was the CO readings, followed by the availability of a clinical nurse consultant. Some women reported that their partners also asked to be tested and quit due to their high CO readings.

Another strength of the project was that it enhanced a smoke-free culture among pregnant women by increasing and normalising engagement with smoking cessation support. Based on the findings, it was recommended that monitoring and opt-out referral be expanded to antenatal care services state-wide to reduce tobacco use by pregnant women, particularly those aged under 20.

“The program was really good. It was ultimately what made me give up. It made me accountable.” Program participant

“ I found it straight forward and non-obtrusive. As a non-smoker, it was not helpful personally, but I was happy to participate and can see how it can benefit smoking mothers. ” Program participant

“ It's been a highly beneficial program, especially for our smoking clients. The tangible evidence of carbon monoxide in their system led to more honest and open discussion.” Midwife

Target a decrease in smoking rates through additional enforcement and targeted educational material, subject to tripling the cost of the Tobacco Seller's Licence fee and investigating options for the provision of additional quit smoking information at the point of sale.

The licence fee to sell tobacco was increased from \$370.45 to the current rate of \$1 116.54.

New laws were introduced in November 2017 to:

- ✓ regulate the sale, use and display of electronic cigarettes. This included requiring retailers to have a licence to sell electronic cigarettes with an annual fee of \$558
- ✓ increase penalties for supplying tobacco to children



Tobacco selling notices.

- ✓ conduct 'fit and proper' checks for tobacco seller licence holders
- ✓ require retailers to report on the volume of products they sell in future years (see below).

In 2018, the number of retailers licensed to sell tobacco reduced from 729 to 687.

In August 2020, a new online system was introduced for tobacco retailers to renew and apply for their smoking products licence. Since June 2021, retailers have been required to report the volume of products they sell when renewing their annual licence. This provides data on where people who smoke and vape are located and will help to target preventive health activities.

The new online system involves less paperwork and frees up more time for face-to-face work for tobacco control and enforcement officers.

The Department of Health launched a Responsible Service of Tobacco online course to help retailers and retail assistants comply with laws that ban the sale of tobacco and e-cigarettes to children. There has been strong uptake of the online training.

Target smoking uptake by young people through additional enforcement activity, including increasing penalties for supplying a tobacco product to someone underage to match the highest penalties in Australia, currently \$18 120.

The Public Health Act has been changed and penalties have been increased.

To support this, campaigns have been delivered, targeting adults and retailers who supply tobacco products to people under 18.

Tobacco Control



Screenshot of the Department of Health's tobacco control website, providing information about smoking laws and restrictions, tobacco licences and quitting.

Target smoking uptake by young people by hiring more compliance and education officers to increase enforcement activity.

Public Health Services within the Department of Health appointed a compliance and education officer in October 2017 to support the implementation of the new laws with a focus on young people. Through providing an increased presence in community spaces, the officer has supported compliance and smoke-free education at school crossings, TAFEs and skate parks, and with youth health workers, teachers and school support staff.

Controlling the sale, use and promotion of electronic cigarettes to prevent normalisation of smoking and sale to children.

The Healthy Tasmania Bill 2017 came into effect on 26 November 2017. The Bill controls the sale, use and promotion of e-cigarettes.

To better understand the newly regulated market, Public Health Services compiled information about the sale of e-cigarettes in Tasmania, including brands, flavours and customer demographics.

Action to target the illicit tobacco trade.

The Department of Health strengthened relationships with key national and state agencies, such as the Australian Border Force, the Australian Taxation Office, Australia Post, Tasmania Police and the Department of Primary Industries, Parks, Water and Environment. The roles and responsibilities of the various agencies involved in controlling illicit tobacco were clarified to enable agencies to work together to address the problem.

Reducing smoking: other activity highlights

September 2020 – Launch of Let's Start a Conversation campaign

November 2020 – Launch of new [Smoke Free Generation website](#), along with the I, 2, 3 ... Hooked! social media campaign

May 2021 – 1 550 people completed the [Responsible Service of Tobacco](#) online training

June 2021 – Start of University of Tasmania project, Provision of free nicotine replacement therapy through pharmacies

June 2021 – Start of the TasCOSS-led project, Enhancing the role of community services organisations in supporting smoking cessation

Information about the new laws for the public, retailers and occupiers of smoke-free areas is available at the [Department of Health website](#).



Healthy eating and physical activity

Eating well and being physically active are key factors for good health throughout life.

Our focus has been on making it easier for people to eat well and be physically active, as well as connecting and supporting the good work already happening to support healthy lifestyles.

We encouraged Tasmanians to find new ways to set and achieve goals to improve activity and nutrition through incentives, supportive resources and stronger community links.

Highlights

Increase student health and wellbeing by supporting school and community partnerships through the Student Health Initiative.

The Student Health Initiative focused on improving the health and wellbeing of students in Tasmanian Government schools. Healthy habits should start young, so Healthy Tasmania committed \$2 million over four years to support health-related initiatives in schools with the greatest need.

Schools were encouraged to partner with community organisations and to use innovative approaches to meet the health and wellbeing needs of the school community.

The Student Health Initiative funded 64 of 86 eligible schools over four funding rounds from the start of the 2017 school year. The final funding round was released in the 2020 School Resource Package.

These schools delivered a range of programs, such as paddock-to-plate programs where students grew and cooked their own produce; emotional health and wellbeing initiatives; physical activity; and drug education.

What difference did it make?

Schools became more aware of opportunities to partner with other organisations to improve health outcomes for students. Partnerships included the Tasmanian School Canteen Association, Breakfast Clubs working with Foodbank and other providers, Stephanie Alexander and Jamie's Food Revolution.

As well as receiving support to provide nutritious food service in school canteens, schools benefited from other projects involving cooking, gardening and science, and from linking school produce gardens with curriculum activity.

The Student Health Initiative engaged some schools that had not been previously involved in the school canteen program.

All Tasmanian Government schools will have started a process to achieve canteen accreditation by 2020.

The Department of Education and the Department of Health jointly funded the Tasmanian School Canteen Association as part of a commitment to all schools working towards accreditation of canteens to increase nutritious food options.

An additional \$100 000 per year from the Student Health Initiative was provided to the Tasmanian School Canteen Association for the five years from 2015–2020 to support government schools working towards best-practice management and a school-wide approach to eating well by 2020.

To achieve accreditation, schools needed to develop a school healthy food policy, comply and go beyond the regulatory requirements regarding food safety, have had their menu assessed by a dietitian, and provide evidence of a whole-of-school approach to eating well.

As of 31 December 2020, 78 per cent (185/237) of all schools in Tasmania with a canteen or food service were participating in the Canteen Accreditation Program.

Of these, 107 schools were accredited and 78 were working towards accreditation. In government schools, the participation rate was 83 per cent.

Funding under the Student Health Initiative ended in June 2020, but base funding continued and the Tasmanian School Canteen Association worked with selected schools to develop food plans and resources.

What difference did it make?

This additional funding for the Tasmanian School Canteen Association enabled a

dramatic increase in participation in the Canteen Accreditation Program. In 2015–20, the number of schools with accredited canteens more than doubled (50 to 107 schools) and the proportion of schools with canteens participating in the accreditation program almost doubled (44 to 78 per cent).

School canteens received resources and access to information on how to run an efficient, safe and healthy canteen. Involvement in the program led to further projects to improve the health and wellbeing of students, such as events and promotion of eating well through newsletters, workshops and social media.

Snapshot: 2016–2020

Videos promote Student Health Initiative successes

Four projects involved in the Student Health Initiative used video to share some of the eating well educational opportunities in Tasmanian primary schools. The featured projects highlighted student and community engagement in growing, preparing, eating and trying a wide variety of healthy meals. A link to the video is available on [YouTube](#).

Havenvue Primary School, Kids in the Kitchen helped students understand the ‘garden to plate’ idea – from growing nutritious food in the garden to preparing and eating healthy meals at the school café.

Springfield Gardens Primary School, Fresh@Springfield Café is a student-run café that served healthy meals that students prepared from ingredients grown in their school garden.

Waverley Primary School, Kitchen Garden Program is a kitchen space to run programs engaging students and community members in eating well. Students learnt to prepare healthy recipes and were encouraged to try a wider variety of nutritious foods.

St Leonards Primary School Kitchen Garden: parent helpers worked with students to grow, harvest and prepare nutritious food. The project encouraged students to eat a



Love in a Lunch Box.

greater variety of vegetables and to learn to eat well.

Clarendon Vale Primary Community School and Clarence Plains Child and Family Centre, Love in a Lunch Box was an action research project over four years involving the school, the school nurse, the local Child and Family Centre and many local sponsors. The project highlighted the importance and benefits of eating well, bringing to life information from a variety of resources to show that a healthy lunchbox could be easy, affordable and delicious. An evaluation found that families engaged strongly with the project.

Help kids make healthy choices by providing a toolkit of resources to support parents, carers and educational settings through Healthy Kids Tasmania.

The Healthy Kids Toolkit was launched in late 2017 as a one-stop shop for parents, carers and service providers to find online resources for children and young people on eating well and being active.

The website is organised under the topics of pregnancy, babies, early childhood, school age and young people. It includes blogs about issues affecting families, and tips to support mental health and wellbeing, with accompanying posters, videos and factsheets.

In 2020, Healthy Kids partnered with Eat Well Tasmania to support local food procurement and survey community food and eating habits during COVID-19.

Healthy Kids used digital media, such as short, animated videos, online visual resources, blog posts and polls, for parents to share on social media and extend the reach of healthy messages to communities.

Partnerships continue to expand the content of the website. It has new links and content to support breastfeeding (in consultation with the Child Health and Parenting Service – CHaPS) and culturally responsive resources covering the introduction of solids and lunch boxes (in

consultation with Red Cross and Save the Children).

What difference did it make?

Over the 12 months to January 2021, there were 1 067 average monthly visits to the website and an average of 792 new visits every month. Just over 10 000 promotional postcards and posters were ordered and delivered to early childhood and paediatric services state-wide over that period.

Partnerships made in the development of the website have ensured ongoing support for resource updates. For example, new information on breastfeeding and youth health was developed when gaps in these areas were identified.

Incentivise Tasmanians to get healthy through the Healthy Tasmania Challenge.

The Healthy Tasmania Challenge, which launched in early 2018, is a series of online and offline campaigns to motivate Tasmanians to get healthier through activities that can be achieved every day, such as walking, using active transport, eating fruit and vegetables, drinking water, and improving community connections.

The challenges have targeted individuals, schools, workplaces and communities and offered prizes for individuals or funding for small-scale community and infrastructure projects. Partnerships with Relationships Australia Tasmania, Libraries Tasmania and Neighbourhood Houses Tasmania widened the reach of the challenges.

There are different types of challenges:

- The Healthy Tasmania Community Challenge is promoted via the Healthy Tasmania Facebook page, with prizes to support healthy lifestyles, such as including more vegetables in meals, drinking more water, moving more, and staying connected.



Healthy Kids Toolkit homepage.

Supporting healthy young minds

The SYC Healthy Mind Habits series is a set of resources with tips and ideas on how young people can positively support their mental health and wellbeing. Topics cover eating well, school stress and positive self-talk.

Top Tips to Healthy Mind Habits are posters, videos and online blogs for adults to learn how they can help support young people with their mental health and wellbeing.

The series was developed through the Statewide Youth Collaborative Group with funding from Healthy Tasmania. It was developed in consultation with young people and the youth sector. A young person did the graphic design.

Healthy Tasmania shared the resources on its Facebook page over 12 weeks from July to September 2020 and reached nearly 5 000 people. The top three performing posts covered topics about reaching out to friends, physical activity and sleep.



SYC Healthy Mind Habits Self Care poster.

- The Healthy Tasmania Neighbour Day Challenge, with Relationships Australia Tasmania, offered grants of up to \$5 000 for entrants to address social connections in their communities. During the COVID-19 restrictions on gatherings, there was an emphasis on the message that: 'Everyday can be Neighbour Day'. Activities included monthly meals for people to share, personalised card writing and deliveries in the Huon Valley, and street dancing in Launceston.
- The Neighbourhood Houses Healthy Living Challenge supports small-scale,

community-driven initiatives to encourage active living, eating well, social connection and other community activities. It provided grants of up to \$3 000 to 26 neighbourhood houses to enhance group fitness classes, offer equipment for outdoor and indoor activity, and support connections between people and the places they live to increase active living in their communities. Neighbourhood houses introduced learn to swim and aqua fit programs, provided uniforms for children to participate in sport, and organised subsidised healthy lunches and bus trips for walking groups.

„Our aim is to encourage people to come and stay in the garden, to spend time outside, to encourage people with limited mobility to move about (by providing spots to rest when required), to inspire people to come to the garden and bring their lunch, to provide a ‘free’ spot to meet and socialise for our community.,,

Warrane Mornington Neighbourhood House, recipient of Healthy Living Challenge grant

What difference did it make?

The Healthy Tasmania Challenge established the Healthy Tasmania Facebook page as a communication and engagement tool for other initiatives such as the Healthy Kids Toolkit, LiveLighter campaign, Ritualize App (see below) and the Healthy Tasmania Portal.

The Neighbour Day Challenge events increased awareness and use of services. For example, more people accessed the neighbourhood house at Midway Point.

Increase physical activity via low-cost promotion of active tourism through our significant physical and digital footprint.

Through partnerships with Tourism Tasmania, Department of Communities Tasmania, Tasmania Parks and Wildlife Service and the Department of Health, we continued to share and cross-promote ideas, information and resources on active tourism across social media platforms.

For example, the Healthy Tasmania Facebook Challenge encouraged people to link to the 60 Great Short Walks resource.

Help workplaces and communities turn their good intentions into sustainable healthy habits through the Tasmania Healthy and Safe Workplaces initiative.

The Healthy and Safe Workplaces initiative aimed to improve health and wellbeing for Tasmanian workers, particularly focusing on smoking, obesity, poor nutrition and low physical activity levels.

As part of the initiative, Healthy Tasmania worked closely with Ritualize Pty Ltd, a Melbourne-based business specialising in health and fitness advice, to develop the

Ritualize Tasmania app. The app encourages participants to complete an individual health assessment and then use goal-setting, interactive challenges and daily rituals to build healthy habits and lifestyle changes.

The app, which was launched in November 2017, was free to employees of all Tasmanian workplaces and their friends and family.

What difference did it make?

Fourteen government departments and 270 companies signed up for the program in its first year. From November 2017 to June 2018, more than 5 000 people engaged with the program, logging more than 500 000 rituals and watching 13 000 educational videos. Those who continued to use the app achieved reductions in their bio age and some spoke of life-changing events from participating in the program.

Healthy eating and physical activity: other activity highlights

September 2018 – Launch of [Eat Well Tasmania's What's in Season](#) campaign

November 2018 – Active Living forum, featuring international physical activity expert Professor James Sallis

November 2019 – Launch of [Healthy Young People](#) web resource

October 2020 – Completion of school lunch pilot program for primary school children in three schools, with students, parents and teachers welcoming healthy lunches provided by the Tasmanian School Canteen Association

February 2021 – Funding of three-year trial of Transform Us! and Daily Mile physical activity projects in three primary schools

Connecting through voices raised in harmony

The Healthy Tasmania Neighbour Day Challenge helps to create connections and reduce loneliness across several Tasmanian communities.

Hub4Health in St Helens won a Neighbour Day \$5 000 award to help transport residents to weekly With One Voice Break O'Day choir rehearsals in St Marys, 40 km away.

The award helped to provide a healthy supper so participants could meet after singing to share positive social interactions. Singing for their supper has become a firm social favourite.

A key aim of the choir is to promote a space where all community members feel accepted and valued and experience the special connection that comes through creating music together.

More than 120 people have attended rehearsals since March 2019 and people of all

ages and backgrounds have joined the choir. The COVID-19 pandemic was a challenge as singing in choirs was restricted. The choir supported people and shared music over the lockdown period through Facebook live events, Zoom meetings and phone calls to check on members.

“We have learnt that the social connections and the support the community can offer individuals is key to the success of the With One Voice Break O'Day choir, and that other formats can offer a model for delivery for isolated members.”

Choir member and Hub4Health Coordinator Tanya Greenwood



With One Voice Break O'Day choir rehearsals.



Young migrants and refugees experience Maria Island as part of Wildcare Tasmania's Get Outside with Community leadership camp in 2020.

Inform people of the risks of obesity and support healthy choices through the LiveLighter campaign.

The LiveLighter obesity prevention campaign was delivered with funding from Healthy Tasmania between November 2017 and May 2018.

The campaign was developed in Western Australia in 2012, and delivered in Tasmania by the Heart Foundation through television advertising, social media and a website.

The campaign targeted adults aged 25–64 years. Campaign surveys showed almost half of respondents said they had seen LiveLighter advertisements on television.

Overall, more than half of those who had seen the main advertisement reported that they felt motivated to take action on their health.

Establish new ways to encourage Tasmanians to use our parks and reserves to increase their physical activity.

Healthy Tasmania worked with Tasmanian Parks and Wildlife Service and Wildcare Tasmania to establish new ways to encourage Tasmanians to use Tasmanian parks and reserves to improve their health and wellbeing.

In 2018, activities included Active Autumn, a series of eight 'Amazing Race' activities in parks and reserves, promoted through Facebook, local newspapers, posters, emails and local radio. The family-friendly activities focused on simple, fun sporting contests to engage participants in physical activity.

Also in 2018, the partnership purchased a Trail Rider all-terrain wheelchair for public use in Freycinet National Park, allowing people with a disability to access iconic trails including Wine Glass Bay lookout, Cape Tourville, Richardsons Beach and Sleepy Bay.

Healthy Parks Healthy People is a global movement to encourage people to get outside and into nature. Held for the first time in Tasmania in 2019 as part of the Healthy Tasmania/Parks and Wildlife Service partnership, Healthy Parks Healthy People involved a series of 10 monthly activities, including events for schools, volunteers and older people, and a NAIDOC Week event. The events engaged a broad range of people including preschoolers and their carers, rural communities, new Tasmanians from multicultural backgrounds, seniors and school students from regional areas.

Healthy Tasmania funding supported Wildcare Tasmania's Get Outside with Community program, an innovative social inclusion project that encourages people from multicultural backgrounds to visit Tasmanian parks and reserves through training and mentoring young community leaders.

What difference did it make?

The partnership between Parks and Wildlife Service and Healthy Tasmania showcased a model of cross-government

collaboration on health and wellbeing initiatives.

Seventy-six people attended the eight 'Amazing Race' weekend family activities in parks and reserves across the state in 2018.

From March 2019 to January 2020, more than 2 100 people attended Healthy Parks Healthy People events across Tasmania. As a result of these events, partnerships were established with organisations such as local schools, aged care providers, local councils, Nature Play Tasmania and Men's Resources Tasmania.

“Our participants truly enjoyed being out and about in nature, watching the performers, and engaging with the rangers along the way to learn about native inhabitants of the area.”

Li-VE Tasmania zone Team Leader, Emily Foreman, about the Mount Field Discovery Day, one of the Healthy Parks Healthy People events



Music in the Wilderness activities at Mt Field National Park as part of Healthy Parks Healthy People.

Connecting with elderly people through the written word

Geeveston Community Centre has an active social media presence, but it used an old-fashioned approach to connect with elderly people who did not have a computer or were uncomfortable with technology.

The Centre's Neighbour Day Community Cards Challenge involved a personalised card writing and delivery service to create positive connections with elderly people in towns across the Huon Valley.

The centre bought locally made cards, wrote personalised messages and delivered them to

elderly people in the area.

The project helped the centre to support unwell and grieving people as well as those who were alone during the COVID-19 pandemic lockdown.

Purchase of the cards also supported a local arts business.

The project is ongoing and the centre also plans to run classes to help older people to build their IT skills.

“The Neighbour Day Challenge has been a good opportunity to touch base with community members. It's been a challenging time for everyone and it's nice to let people know we care.”

Lucy Whitehead, Adult Literacy Coordinator, Geeveston Community Centre





Building community connections

Research shows that people who feel connected to their community live longer, happier lives.

We have enhanced community connections by strengthening partnerships and bringing people together to support each other toward better health.

Effective local partnerships are important to achieve sustainable outcomes.

Community connections and relationships promote innovative actions that support local needs.

Highlights

Support innovative community partnership approaches to better health through the Healthy Tasmania Community Innovations Grants program.

Healthy Tasmania Community Innovations Grants offered up to \$25 000 to fund innovative and community-driven projects that support healthy eating, physical activity and reducing smoking. Nearly \$1 million was made available in two rounds of funding between 2017 and 2019.

In June 2019, the Healthy Tasmania Fund was launched to build on the success of the Community Innovations Grants. It made available \$2 million in small and large grants for community organisations and local governments to invest in the health and wellbeing of their communities.

Healthy Tasmania Fund Round 1 received 104 applications and provided grants to 25 organisations across Tasmania, allocating a total of nearly \$2.124 million. The diverse range of projects included social enterprise food security initiatives, outdoor adventure



Supporting safe welcoming communities: Partnering with Relationships Australia Tasmania for Neighbour Day 2018 to promote the importance of a supportive neighbourhood for children and young people.

activities for young people and targeted smoking cessation programs. Their stories were shared via the Healthy Tasmania Portal and Healthy Tasmania Facebook page.

A second funding round was launched in 2020. It included mental health and wellbeing as a priority area and provided a further \$2.5 million to 26 organisations.

What difference did it make?

The projects played an influential role in encouraging communities to connect with other activities and programs. The projects were seen as enablers in the community and resulted in the development of new social connections.

Grant recipients reported that there was strong community need and demand for these innovative projects, which delivered significant unexpected benefits including increased employment, social connection and community engagement.

Stories of success and learning were shared across different channels, boosting community engagement and offering the opportunity for new networks and partnerships.

Snapshots:

2018: New Horizons Tasmania – supporting state-wide expansion for all-abilities sports

New Horizons Tasmania has provided all-abilities inclusive sport and recreation programs in Northern Tasmania since 1986.

In 2017, the organisation had the opportunity to start a satellite group in Hobart for people with a disability to participate in dynamic physical and social activities. A Healthy Tasmania grant enabled New Horizons to train new volunteers, purchase equipment and make vital connections with the Southern disability community.

New Horizons Southern programs have empowered participants to learn new skills, increase self-confidence, and grow and strengthen their personal networks.

Through the program, Tasmanians with a disability have participated in new sports and activities, with some representing Tasmania in national competitions.

Participants have benefited from New Horizons' partnerships with a variety of organisations such as AFL Tasmania, Cricket Tasmania, Lend a Hand to Hugo, Special Olympics Tasmania,



2018: Mountain bike skills clinics for women

Mountain biking is popular in Tasmania, with world-class mountain bike tracks around the state. Mountain Bike Australia ran skills clinics to introduce women to mountain biking and provide them with the skills to ride.

The clinics were highly successful and empowered women of all ages to take up mountain biking. The average age of women attending the clinics was 40, but ages varied from 22–63 years – proving age is no barrier to mountain biking.

Participants have created a network of other women to ride with, encouraging the women to continue riding and developing their skills.

2016–2021: Eat Well Tasmania – encouraging Tasmanians to eat locally

Eat Well Tasmania delivered a social media campaign to encourage Tasmanians to eat locally grown, seasonal fruit and vegetables. The Facebook and Instagram campaigns focused on four key messages: Veg it Up; Get Fruity; Eat Local Tas and What's in Season. They also shared tips, recipes and profiles of local producers, events, hospitality and retailers.

During the COVID-19 restrictions, Eat Well Tasmania partnered with We Eat Local to launch the We Eat Local app to boost local food procurement and give consumers access to more affordable, healthier and locally produced food.

The app enabled farmers who would normally sell their produce to restaurants or at farmers' markets to sell directly to consumers for the first time.

Consumers could easily find producers and retailers in their area and connect with them online to have food delivered, or to click and collect.

By December 2020, the app had listed more than 500 businesses and had been downloaded more than 8 000 times.



2020: Food box program – securing food access during COVID-19

The Healthy Tasmania-funded Barter and Buy food box program moved quickly to upscale to secure locals' access to fresh food during the COVID-19 pandemic.

When restaurants closed in March 2020 due to stage 3 restrictions, local growers in the Dunalley area of south-east Tasmania struggled because their normal revenue stream disappeared. This posed a threat to many smaller and medium growers and increased the risk of local and state food insecurity.

The food box program purchased as much local produce as possible, set up new supply lines with local growers, and provided the local community with a variety of fruit, vegetables and staple foods. Before COVID-19, most local produce was distributed to restaurants, but the food box program showed producers there was a strong market in the local community.



“Before the pandemic, we would have had to ask growers to hold produce for the food boxes – now they know they can plant to accommodate both us and restaurants.”

Jeddah Barwick, Manager of the Dunalley Tasman Neighbourhood House

Tasmanian Aboriginal Centre – kipli nayri takariliya rrala/Good Food, Strong Families

The Tasmanian Aboriginal Centre developed the kipli nayri takariliya rrala/Good Food, Strong Families project to help improve the health and wellbeing of the Tasmanian Aboriginal community.

The project included a short course on family nutrition and physical activity, development of children's books with health-promoting messages in palawa kani (Tasmanian Aboriginal language) and the Aboriginal Children's Centre cookbook.

Community participants made significant improvements in their families' nutritious food intake, mealtime environment and attitude to food.



Listening to the community

The Healthy Tasmania Community Forum was held in August 2019 to showcase the achievements of Healthy Tasmania, engage with the community, and build on the work of Healthy Tasmania. More than 170 representatives from community and government attended the forum.

Many of their ideas were shared at the Premier's Health and Wellbeing Advisory Council's Leaders' Breakfast and Health in All Policies Forum held the next day.

It was not possible to hold a similar forum in 2020 due to the COVID-19 restrictions. Instead, an online Listen and Learn Series was held over six sessions, covering solutions for current times, how to embed mental health promotion and prevention in work, working from a partnership model, engaging with the community, storytelling and working in a systems thinking way.

Work with the media to spread positive health messages.

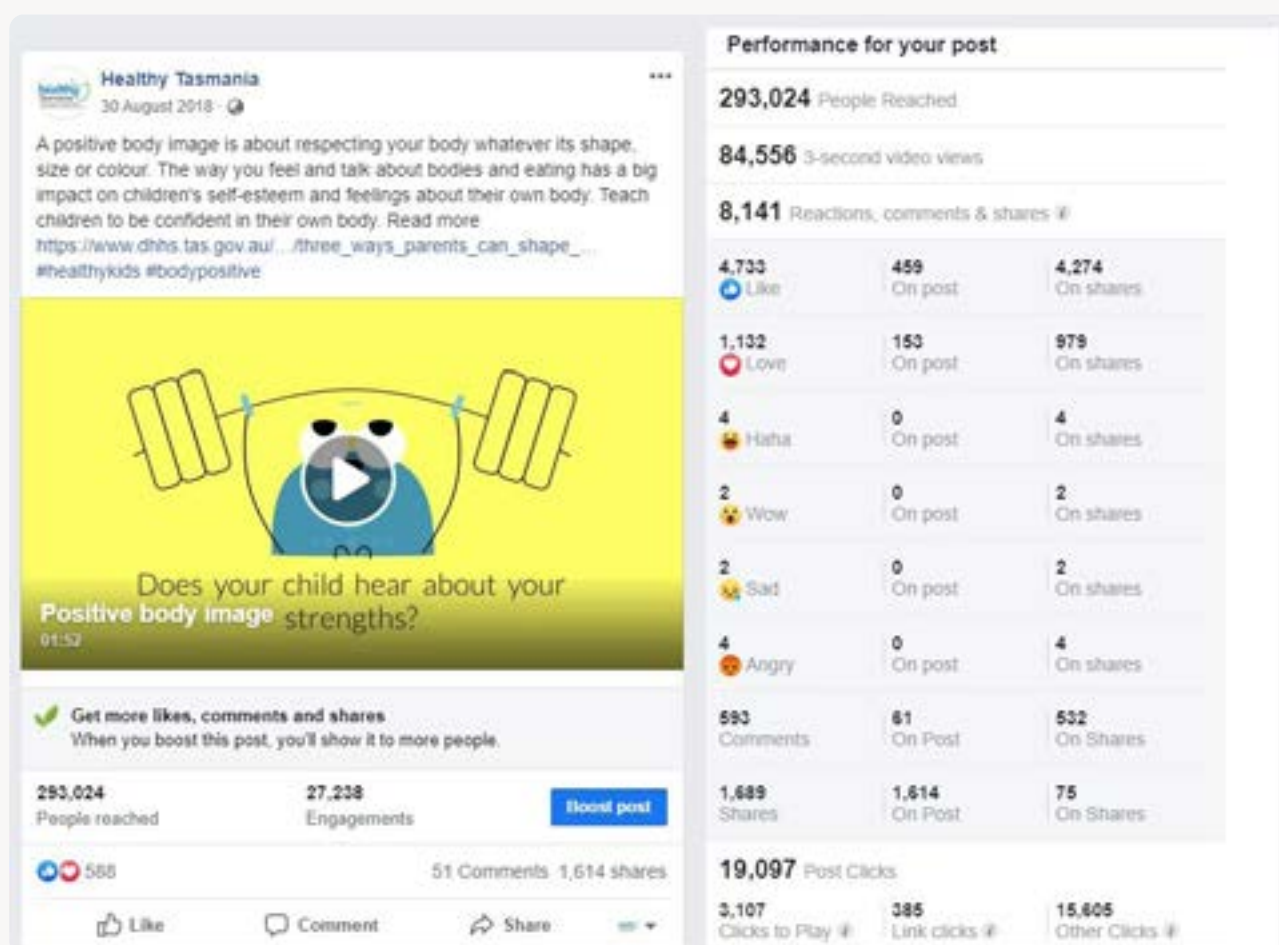
Tasmanians regularly turn to digital social platforms to seek and share health information. While responding to media opportunities across multiple communication channels, Healthy Tasmania explored how social media could broaden the reach of its messaging and support the delivery of actions such as the Healthy Tasmania Challenge.

Facebook remains the most popular social platform to engage Tasmanians. Content shared on the [Healthy Tasmania Facebook page](#) offers information in a conversational

and positive tone on sustainable lifestyle changes and healthy habits.

The Facebook page allowed followers to access expertise across Public Health Services and current information about making healthy choices.

The Healthy Tasmania Facebook page is a powerful storytelling tool that is trusted by followers and stakeholders and helps to build their confidence in making healthy lifestyle changes. Community stories have also provided rich and relatable content for the [Healthy Tasmania Portal](#) and have successfully shared how Healthy Tasmania projects have benefited communities.



A short video on positive body image reached almost 300 000 people on the Healthy Tasmania Facebook page.

Healthy Tasmania Facebook page:

- ✓ Since the Healthy Tasmania Facebook page launched in October 2017, followers have increased to more than 3 720. As of February 2021, more than 1 200 posts were published, with a total reach of almost 1.4 million, and almost 30 000 engagements (such as likes, comments and shares).
- ✓ A top performing post was a short video created by Public Health Services community dietitians, sharing practical ways to encourage a positive body image.
- ✓ The post reached more than 286 516 people, was viewed 62 000 times and received 7 990 engagements.
- ✓ Posts about four Healthy Kids videos reached more than 400 000 people and received almost 11 000 engagements.

„I love the challenges. The page is full of handy helpful hints and tips to live a healthier life. Keep it up people.,,

„I think it's a wonderful initiative for Tasmanians of all ages!,,

„It's a great page. I would like to

Engage older Tasmanians in creating a productive, inclusive and supportive community through a new Active Ageing Plan.

Strong, liveable communities: *Tasmania's Active Ageing Plan 2017–2022* is the Tasmanian Government's commitment to helping older Tasmanians achieve a good life.

The *Active Ageing Plan*, a collaborative effort between the Tasmanian Government and COTA Tasmania (Council on the Ageing), was developed in consultation with older Tasmanians.

The plan focuses on supporting people to maintain their health, increase their

participation, continue to learn, and feel secure as they age. For example, *Get Active* booklets produced for the North and North-West provide ideas for older adults to be active and connected to their community. Tasmanian Seniors Card holders were offered free entry to 19 National Parks until 30 June 2019 and a 50 per cent discount on park annual passes after that.

In the Implementation Strategy for 2019 and 2020, the Tasmanian Government reaffirmed its commitment to initiatives that enable older people to age well. Central to this was listening to and learning from older people about what works. The refined actions were based on the solutions explored in response to the needs and concerns of older people.

The Tasmanian Government will continue to work with older people, COTA Tasmania and the Active Ageing Government Advisory Group to take a collaborative approach to delivering the actions in the Active Ageing Plan.

Strengthen the Child Health and Parenting Service's (CHaPS) role in providing child health information and parenting support.

CHaPS provides child health and parenting information, support, assessment and advice. Tasmanian Health Service and CHaPS have consulted with key clinicians and community stakeholders and worked with the Department of Health to develop an action plan for the service.

Oral Health Services Tasmania and CHaPS partnered to address early childhood tooth decay by integrating oral health into general child health assessments. These assessments also allowed CHaPS nurses a chance to help families by sharing information and good practice.

Snapshot: 2020 ongoing

Highlands Healthy Connect Project

The Highlands Healthy Connect Project, run largely by the volunteer group Health Action Team Central Highlands (HATCH), established a range of highly successful group activities aiming to encourage healthy lifestyles.

One of the activities, subsidised online fitness classes, attracted local residents during the COVID-19 restrictions.

The 15 people who took part reported their fitness levels and wellbeing increased during the pandemic due to the online classes.

Other activities included a community walking group, a men's Eating with Friends group, cooking workshops, a health and wellness gym group and a coffee club.

For many participants, the greatest benefit of these activities was social connection.

For example, a group of older community members who attended gentle exercise classes were encouraged to come back regularly for a social coffee afterwards, even though many had never attended a gym before.



“It’s really important for people to have a social connection. When activities and programs bring people together, it’s easier for them to exercise together and change habits together.”

Tracey Turale, Health Promotion Coordinator at the Tasmanian Health Service



Connect people to community activities and educational resources through the Healthy Tasmania Portal, a one-stop shop for preventive health information.

The Healthy Tasmania Portal is an online preventive health directory. It features community stories, health information, resources and community activities to help individuals, health professionals, organisations and communities improve their health and wellbeing.

The portal allows users to access credible information across the following topics: eat well, move more, be a healthy weight and be smoke free.

The portal was redesigned with a new look and content in 2019. It was promoted via the Healthy Tasmania Facebook platform, with stories showcasing grant projects and outcomes of other Healthy Tasmania initiatives.

What difference did it make?

By January 2021, there were more than 34 000 page views. The website has provided a user-focused, mobile-friendly platform to engage users in addition to the Department of Health website.

Increase health literacy by supporting all State-funded healthcare services to champion prevention.

A state-wide health promotion recognition program called Inspiring Health Promotion: Our Stories was developed for staff of the Tasmanian Health Service. The program celebrates healthcare services across Tasmania that champion and model health promotion and prevention, including environments that better support healthy choices and behaviours and increase healthy food options.

Community connections: other activity highlights

October 2017 – Launch of [Healthy Tasmania Portal](#)

October 2017 – Launch of [Healthy Tasmania Facebook page](#)

March 2018 – Start of annual Healthy Tasmania Neighbour Day Challenge

August 2018 – Emerging Voices workshop – supporting community changemakers to motivate and inspire others to take action on health

July 2019 – Healthy Tasmania Game Day at Hawthorn Football Club, promoting conversations around healthy habits, active lifestyles and good food choices

July 2019 – Launch of [Healthy Ageing website](#)

September 2020 – Launch of [Listen and Learn series](#)

April 2021 – Launch of Healthy Tasmania Challenge Facebook group to grow a supportive online community to inspire everyday healthy habits and host the monthly incentivised challenge

June 2021 – Announcement of [Healthy Tasmania Fund](#) Round 2 recipients

Snapshot:

2020 ongoing



Bushrangers Basketball held an all-gender-inclusive exhibition game as part of the TasPride Festival in January 2021.

Helping sporting clubs to welcome LGBTIQ+ people

The sporting field or sideline is not always a welcoming place for LGBTIQ+ people, with research showing that both LGBTIQ+ participants and spectators can experience discrimination and exclusion.

The Everyone Can Play program is aiming to end that discrimination and help sporting clubs to be a more welcoming place for LGBTIQ+ people, increasing their physical activity and improving health and social outcomes.

Working it Out, Tasmania's gender, sexuality and intersex status support and education service, is developing the project.

The first phase of the project was a community survey to understand the current environment in Tasmania and the community's priorities.

The survey found that some LGBTIQ+ people in Tasmania, in particular trans and gender

diverse people, find sport an uncomfortable and unsafe place and that more could be done to create safer spaces in sporting clubs.

The project, which paused face-to-face activities in April 2020 due to the COVID-19 pandemic, includes a suite of strategies to help sports clubs become more inclusive for LGBTIQ+ people, including training and supporting volunteer LGBTIQ+ Inclusion Officers.

The Inclusion Officers would help clubs develop and embed LGBTIQ+ inclusive policies and procedures and directly support LGBTIQ+ club members.

Everyone Can Play has attracted the attention of Basketball Tasmania, which is working with Bushrangers Basketball, Australia and New Zealand's largest LGBTIQ+ basketball club, to help it launch a club in Hobart.

“Increasing participation in sports for LGBTIQ+ people, assuming it's in a welcoming environment, means increasing the amount of joy and connections in people's lives, not to mention the other more obvious health benefits. It's so important. Thanks for doing this work.” **Everyone Can Play Survey**

Support community planning by mapping preventive health and community activity.

Healthy Tasmania provided funding to help councils improve health and wellbeing at a local level.

The Building Local Government Capacity for Health and Wellbeing project funded the Local Government Association of Tasmania (LGAT) to support local government planning and action for community health and wellbeing.

The first three years of the project (from 2017) laid the foundations for the work, such as building organisational relationships and understanding local government context, capacity and areas for development.

The next two years (2020–2022) is building on the capacity of the local government sector to make the health and wellbeing of Tasmanians a regular part of their work. This work has focused on two key initiatives to date:

- A workforce development project, led by LGAT and the University of Tasmania, developed an understanding of the health and wellbeing workforce in Tasmanian councils through a survey, interviews and a thematic analysis of job descriptions. This information will be used to support council officers who have roles in community health and wellbeing with targeted training and development opportunities and resources.
- A health intelligence pilot project, which is developing an online health intelligence system that integrates population-level datasets and more frequently collected community-level and program data. It will create more timely and relevant community-level health intelligence to inform community decision-making.

In December 2019, the Department of Health started a research project, co-funded

with The Australian Prevention Partnership Centre, to explore the feasibility of a systems thinking approach for community health and wellbeing plans. Systems thinking is a way to make sense of a complex system by exploring its relationships, boundaries and perspectives.

What difference did it make?

At the start of the project, four councils had a community health and wellbeing plan. By the end of the project, a further three had developed plans and two councils were working on plans.

This project has raised the profile of local government's important role in community health and wellbeing. It has highlighted the diversity of councils' health and wellbeing actions, the varying capacities of councils and implications for supporting practice at a state-wide level.

The project has enabled:

- stronger relationships and partnerships between LGAT, Department of Health, local governments and other organisations that work at the community level
- a deeper understanding of local government's contributions to community health and wellbeing, and where it needs greater support to do this work, such as through the workforce development project and regional forums
- capacity building activities for the local government sector on topics such as accessing and using health data and developing health and wellbeing plans
- better coordination and promotion of information and resources to support the sector in its preventive health efforts, such as through a dedicated page on the LGAT website and the health and wellbeing officers email network.



Chronic conditions screening and management



*Representatives of the four Tasmanian communities that are leading the way in anticipatory care.
Photo courtesy of The Australian Prevention Partnership Centre.*

The number of Tasmanians living with chronic conditions (long-term illness) is steadily rising, causing ill health that keeps people from fully enjoying their lives.

Fortunately, most chronic conditions can either be prevented or managed in a way that people can keep enjoying life.

Our focus is on preventing Tasmanians from developing chronic conditions and supporting early detection so people can act early to prevent issues from getting worse.

We are working towards providing care that improves the quality of life for people with chronic conditions and ensuring our services meet the needs of communities at higher risk of chronic conditions (such as Aboriginal people).

Highlights

Support people with chronic conditions to manage their condition at home and in their community by identifying and trialling new models of anticipatory care.

Anticipatory care is a population approach to providing health care. It identifies people who are at risk of developing

chronic conditions and aims to prevent or slow down their ill health through anticipating their needs and connecting them with health and wellbeing services and community support networks.

Through relationship building and recognising the social context in which they live, people are supported to be co-producers of their own health.

The [Tasmanian Anticipatory Care Project](#), from 2018–2020, was an action research project led by the University of Tasmania to learn from local communities about the different types of anticipatory care, what was working well and why, and what could be improved.

Funding was provided to four communities to try new ways of delivering anticipatory care: an urban area (Clarence); regional (Launceston's northern suburbs); rural (Ulverstone) and remote (Flinders Island).

These communities were identified as key locations to focus on learning about what could be done at the local level to help people stay well in their community with less need for hospital and acute clinical services.

What difference did it make?

A key achievement of the Anticipatory Care Project was to increase understanding about anticipatory care and how it works in Tasmania.

The project also built new relationships and collaborations, which are key to successful anticipatory care. It increased community trust, enhanced local capacity, and encouraged flexible ways of working. For example, there are stronger relationships between health and community service providers and new working relationships with GPs in some communities.

The project highlighted different ways in which organisations and groups could work together across sectors – health, community, education, law enforcement and local government – to strengthen their local anticipatory care system.

The four sites implemented a broad range of activities, including arts-based projects, health literacy and health promotion initiatives, youth activities, GP audits and projects to improve public transport.

Ulverstone and the 7315 postcode:

Drawing on knowledge from community consultation, this GP-led health initiative identified the need for accessible health and social care information to help service providers and people with chronic illness to navigate the system.

The project trained staff and volunteers in health literacy and performed practice audits to assess the effectiveness of GPs' responses to chronic conditions.

It identified the need for better collaboration and communication among those involved in providing anticipatory care.

To address these needs, the project developed a strategic and sustainable Connecting Care governance framework

for all involved in anticipatory care, health literacy initiatives and a wealth of resources to support community health and wellbeing.

Flinders Island: The Our Health Our Future project team, led by an Aboriginal Community Controlled Health Service, put research into action with three projects:

- **G.A.M.E on Flinders** – Gear Access Made Easy, involved providing free equipment at key places around the island, including a bike bank, tennis racquets and netballs.
- **Community Groups on Flinders Island** project – Flinders Council led this project to update and improve access to information on all community groups and services on Flinders Island.
- **Alcohol awareness campaign** – in partnership with Anglicare's drug and alcohol worker, local young people were involved in an alcohol awareness campaign. Young people developed posters and key messages that have been used across the island. Local service providers are now using a common screening and assessment tool.
- **Cultural competency training** – the project identified cultural safety as a key issue that has an impact on the health and wellbeing of the community. In response, yarning circles with local Elders were held and more than 50 people were involved in seven sessions of cultural competency training.

The project's outcomes included stronger collaborative relationships and increases in anticipatory care skills among service providers; cultural competency; and engagement of previously hard-to-reach groups.

Clarence: The community-based Help to Health project built the capacity of the Clarence community to take control of their health needs by providing accessible health information, and training frontline staff and volunteers to help residents.



Adventure Play was a flagship activity of the Northern Suburbs of Launceston's Anticipatory Care program.

Led by Clarence City Council, the project's outcomes included: increased awareness and access to health services and connections between services; increased health literacy; greater community engagement in health and wellbeing, including some people who had been hard to reach; and improvements in residents' health-seeking behaviour.

It also trialed a health connector role, a position dedicated to supporting and enhancing the anticipatory care system. The research findings supported locating that role in local government.

Northern Suburbs of Launceston:

Starting Point and the Northern Suburbs Community Centre Neighbourhood Houses led the Our community, Our Care project, which has highlighted ways to reinforce long-term community wellbeing.

Local project officers asked residents for their opinions and knowledge on what works to create a good, healthy, happy life to help inform planning.

Using this information, the project identified major opportunities for change covering four major areas of safety, access, connection and resources. Actions included: improving transport access; access to GPs; physical activity and social connection; and safe responses to people experiencing trauma.

The flagship activity was Adventure Play, a physical activity program with a trauma-informed approach for young people aged 10–16 who have experienced significant trauma (see snapshot, next page).

Encourage all Tasmanians of appropriate ages to have their heart disease and diabetes risk assessed.

Recent changes to the Medicare heart health assessment item provided the opportunity to engage with Primary Health Tasmania and GPs to investigate ways to encourage more Tasmanians to participate in age-appropriate risk assessments.



Snapshot:

2019

Building resilience for young people through adventure

Adventure Play is a trauma-informed program of activities for young people aged 10–16. Four Adventure Play groups started across the northern suburbs of Launceston in 2019. The groups were run by Starting Point Neighbourhood House and Northern Suburbs Community Centre in partnership with local schools.

Participants engaged in adventure-based activities to improve their self-regulation, develop leadership skills and form new friendships. These lifelong skills will assist participants to manage their stress, improve their relationships and safeguard their general health and wellbeing.

The adventures focused on fun and challenging experiences that help with self-regulation, personal resilience and creating positive moments and memories.

Feedback about the program was extremely positive. It resulted in improved school attendance, attitudes and behaviours.



Pandemic highlights adaptability of anticipatory care projects

The COVID-19 pandemic in 2020 showcased the ability of the Anticipatory Care Project teams to adapt and innovate.

The lead organisations had to find new ways to support their communities and the anticipatory care system during the lockdown. Each team drew on the collaborations and resources they had already established as part of their anticipatory care work and extended their reach into the community:

- **Flinders Island:** new collaborations resulted in a community influenza vaccination clinic run by staff from the Flinders Island Aboriginal Association, Ochre Medical Service and the Island's Multipurpose Centre.
- **Clarence:** the Help to Health Clarence Talks moved online and the Clarence Services Online Forum was launched.
- **Ulverstone:** Connecting Care used their social media site and the new project online resource directory to provide expert advice about the virus, telehealth and mental health during the lockdown.
- **Northern Suburbs of Launceston:** a new collaboration with a local GP clinic meant the Our Community Our Care team could add information about the use of telehealth to their online stories celebrating the community. Team members made videos about exercise at home, local champions and gardening to support wellbeing.



Our Health Our Future, Flinders Island.

Chronic conditions screening and management: other activity highlights

May 2017 – Anticipatory Care Project consultation workshop

November 2020 – Celebratory event to share achievements and learnings of the Anticipatory Care Project with 50 attendees

June 2021 – Release of [Anticipatory Care Project](#) final reports prepared by University of Tasmania and the Evaluation Report prepared by the Sax Institute

GOVERNANCE AND REPORTING

The Healthy Tasmania Implementation Steering Committee met quarterly to oversee the implementation of Healthy Tasmania initiatives and ensure a coordinated cross-government approach. The Steering Committee consisted of representatives from departments responsible for initiatives including: Department of Health, Department of Premier and Cabinet, Department of Communities, Department of Education, Department of Primary Industries, Parks, Water and Environment.

Highlights

The following actions relate to the mechanisms for governance and reporting on Healthy Tasmania, as well as overarching actions supporting direct involvement from key stakeholders, communications, consultation and evaluation.

The Premier's Physical Activity Council will be renamed and have its remit extended to provide strategic advice across government in alignment with the Strategic Plan.

The Premier's Health and Wellbeing Advisory Council (PHWAC) was established in 2017 to provide advice on cross-sector and collaborative approaches to improving the health and wellbeing of Tasmanians.

The PHWAC is made up of diverse and highly experienced Tasmanians who have a strong interest in preventive health policy. A list of council members can be found at the [Department of Premier and Cabinet website](#).

The PHWAC hosted a series of forums and meetings aimed at stimulating cross-sector awareness and action on creating better health where people live learn, work and play.

Two key events in August 2019 – a Leaders' Breakfast and the Health in All Policies (HiAP) forum – brought together politicians from all parties, senior policy staff from state and local government, and representatives of the University of Tasmania, community sector organisations and health groups.

The Forum discussed how to improve collaboration and governance arrangements for health and wellbeing in Tasmania. Participants broadly identified seven key areas for government action:

- establish shared whole-of-government health and wellbeing priorities
- implement policies that have benefits for health and the environment
- make health and wellbeing a key consideration in the planning scheme
- create healthy food environments (paddock to plate)
- improve the accessibility of data
- legislate for health and wellbeing
- enable community, place-based initiatives for health and wellbeing.

Governance and reporting: other activity highlights

January 2021 – Launch of Organisational Health Literacy in the Community Sector project with TasCOSS to embed use of the [HeLLoTas! Toolkit](#)

August 2021 – Tasmania Statement signed by the new Premier and re-signed by Minister Jeremy Rockliff and the Chair of the PHWAC

Since this time, the PHWAC has worked with stakeholders to develop further advice and proposals on how to create active living and healthy food environments in Tasmania, especially in supporting the state's recovery from COVID-19. The PHWAC also provided advice to the State Service review on improving collaboration across government for health and wellbeing.

Hold an annual Heads of Agency Forum to ensure we are working across government to develop long-term solutions to address the social and economic factors that influence poor health outcomes.

A Heads of Agency Forum was held in 2017 and 2019. The forum was attended by heads of state government departments, CEOs of state government authorities, government business enterprises and state-owned companies.

In 2019, the forum discussed the outcomes of the HiAP forum and shared whole-of-government health and wellbeing priorities. A whole-of-government commitment is important to advance working together across agencies for more sustainable, efficient and effective initiatives and policies that help Tasmanians live longer and healthier lives.



Healthy Tasmania Neighbour Day Challenge success: King Island Playgroup built a new playground for the King Island Community to enjoy active play outdoors.

Undertake Tasmanian Population Health Survey.

The last [Tasmanian Population Health Survey](#) was completed in November 2019. The survey, which asks questions about health literacy, diet, physical activity and chronic conditions, assists in the implementation and evaluation of Healthy Tasmania. Other focus areas in 2019 included environmental health, oral health and alcohol consumption.

Establish a Healthy Tasmania Annual Roundtable to seek stakeholder and expert input.

The Department of Health held a [Healthy Tasmania Community Forum](#) in August 2019 to engage with community and stakeholders and showcase the success and progress of Healthy Tasmania to date. In lieu of the 2020 Annual Roundtable, an

online Listen and Learn Series was held due to coronavirus restrictions.

Increase health literacy to support communities and individuals to partner with government.

Health literacy is the knowledge and skills needed to find, understand and use information and services to make decisions about health and health care.

Tasmania was the first state to have a Health Literacy Action Plan to ensure services and information are easy for patients and clients to understand.

The Tasmanian Health Literacy Action Plan was evaluated and redeveloped in partnership with government and community organisations to improve action on health literacy through the health system. The [Action Plan 2019–2024](#) was launched in October 2019.

Snapshot: 2016–2021

Building programs and networks to support health literacy

Over the past five years, a range of health literacy initiatives have been delivered and expanded, including:

- **The Right Place**, which connects people with health and community services in a local area
- **Spot On Award**, which recognises best practice in health literacy
- **#hellomynameis** campaign, which builds trusting relationships between consumers and service providers
- **HeLLoTas! Toolkit**, which helps organisations improve their responses to health literacy

- **It's OK to Ask**, which supports people to ask questions and get the most of their health and community visits
- **The Statewide Health Literacy Network**, which is hosted by 26TEN, a network of organisations and individuals working together to improve adult literacy and numeracy in Tasmania. The Network has 444 members across the state. Its working group includes 26TEN, TasCOSS, Primary Health Tasmania, Health Consumers Tasmania, Health Promotion (Tasmanian Health Service) and a consumer.

Community Grant projects



The Growing Healthy Children on King Island project provided hands-on learning in the community garden.



Rocherlea Men's and Community Shed built healthy literacy in the northern suburbs of Launceston.



The Health Action Team Central Highlands (HATCH) held a playgroup.



New Horizons Tasmania grew their all abilities sport and active recreation programs.



Live Well Tasmania held two open garden tours in Wynyard for the Engaging Underactive Youth project.



The Healthy George Town program boosted community health with healthy lifestyle programs.

HEALTHY TASMANIA – THE NEXT FIVE YEARS

Taking effective action to prevent ill health is a key part of the Government's health reform agenda and goal of helping Tasmanians to enjoy happier, healthier and longer lives.

We recognise that keeping Tasmanians healthy is the best way to reduce pressure in a sustained way on our health system over the longer term.

That sort of generational change will take time, but it's important we put in the effort now with a greater focus on promoting good health and wellbeing.

The Tasmania Statement, first signed in 2019, is a fundamental document that supports our commitment to improving the health and wellbeing of every Tasmanian.

The updated [Tasmania Statement](#) demonstrates the Government's ongoing commitment to improve the health and wellbeing of all Tasmanians.

The [Government has committed](#) \$10 million of funding over five years to the next Healthy Tasmania Five Year Strategic Plan, which will be launched by November 2021. Additional funding has also been allocated for the Healthy Tasmania Fund (\$8 million over four years) to continue to support community-based preventive health programs and initiatives.

Other key initiatives such as community health and wellbeing networks, youth smoking prevention programs and an expanded school lunch program will be funded.

Planning for the next Healthy Tasmania Five Year Strategic Plan 2021–2026 is underway. We are working closely with and listening to communities, partners and stakeholders to shape the plan.

Our focus will build and strengthen partnerships with stakeholders across all sectors.

The plan will link strongly with a range of strategic priorities of the Tasmanian Government including: recommendations from the [Premier's Economic and Social Recovery Advisory Council \(PESRAC\)](#); Child and Youth Wellbeing Strategy; Our Healthcare Future and Rethink Mental Health 2020.

It will also provide an opportunity for Tasmania to demonstrate a coordinated response to national strategic directions including: the National Obesity Prevention Strategy; National Preventive Health Strategy; National Strategic Framework for Chronic Conditions; National Tobacco Strategy 2020–2030; National Alcohol Strategy; and the National Agreement on Closing the Gap.

We are working with our partners to develop an evaluation framework to measure the progress of Healthy Tasmania and the impact of preventive health activities over the next five years. This will include monitoring our progress against the Tasmanian Population Health Survey.

Healthy Tasmania's work will build the evidence base and inform future policy and programs.

A Healthy Tasmania is everybody's responsibility



Music in the Wilderness activity at Mt Field National Park as part of Tasmania Parks and Wildlife Service's Healthy Parks Healthy People program.



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