

# WHEATBELT



# CALENDAR

**Thankyou for downloading this resource and being an important link in the wider network of systems change!**

## **Overview & aim**

Optimal health is everyone's business which, evidence shows, is best achieved when all levels of government, providers and communities work in partnership with each other. This calendar aims to promote a region-wide systems approach to help build local capacity, health literacy, and share information that may support improved community health outcomes emphasising the importance of connection with GP's and primary health care.

## **How does this project relate to the Wheatbelt needs and rural health?**

People living in rural and remote areas of Australia often face many challenges and generally experience poorer health outcomes compared to those living in major cities. This resource is tailored specifically to Wheatbelt health needs and has been developed collaboratively by people who live and work locally, and are passionate about helping to improving these outcomes together.

## **What is Primary Health Care is and why is it important?**

There are many factors and social determinants that contribute to our state of health. Primary Health Care has an important role to play in shaping our wellbeing so we can enjoy the best possible quality of life in the places where we live, and may even prevent avoidable conditions or hospital admissions. It starts with our environments and initial care we enjoy in the community. Engagement with General Practice and health providers are key although many businesses, local organisations and individuals provide vital support also.

## **Who is this resource for and how can it be used?**

The links and campaigns in this calendar can be shared and displayed by Local Governments, Community Resource Centres, organisations and community groups as well as by Pharmacies and health providers as part of a wider common agenda. The purpose is to support the coordinated promotion of information to help address identified, data-informed local health priority areas, with a preventative focus and a primary health care approach.

This resource aligns to existing, ongoing public health activities and campaigns. It is intended to supplement a more comprehensive calendar for clinical use, being co-designed together with relevant regional stakeholders, service providers and clinicians. When combined, it is hoped that utilisation of these resources will have a wide reaching cumulative effect supported by a whole of community effort for positive change.

# 2022 WHEATBELT SHARED PRIMARY HEALTH CARE CALENDAR



## January Primary Health

### NEED:

- Primary Health Care is integral to maintaining optimal wellbeing in the community, throughout life. Health literacy is a key aspect to better health outcomes.

### AIM:

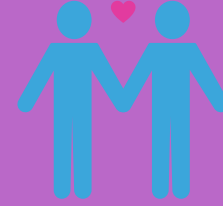
- To increase understanding of what Primary Health Care is, why it is important and promote people linking in with General Practice.

### CAMPAIGNS & PROMOTION:

- [WHO Primary Health Care Communication Material](#)
- [Australia's health landscape](#)

### INFO & RESOURCES:

- [ACSQHC - Tips for Safer Health Care](#)
- [ACSQHC - Question Builder](#)
- [Wellmob Website](#)



## February Sexual Health

### NEED:

- Currently, there is a state-wide public health response to infectious syphilis in WA prompting a need for community awareness and action.

### AIM:

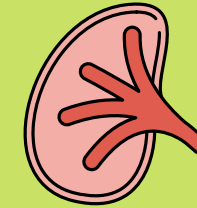
- To promote safe sex, awareness of sexually transmitted infections and destigmatization/normalisation of seeking testing and support.

### CAMPAIGNS & PROMOTION:

- [National Condom Day](#) 14th Feb
- [WA Sexual Health Week](#) 14th - 21st Feb
- ['Healthysexual' sexual health awareness](#)
- [Young Deadly Free](#)

### INFO & RESOURCES:

- [Sexual Health Quarters \(SHQ\)](#)
- [WA Syphilis outbreak response](#)



## March Kidney Health

### NEED:

- The Wheatbelt population has a higher prevalence of risk factors related to Chronic Kidney Disease. Up to 90% of kidney function can be lost without symptoms and is often preventable if detected early.

### AIM:

- To improve kidney health through awareness of risk factors, increased screening, early detection and referral to regional support services.

### CAMPAIGNS & PROMOTION:

- [National Kidney Week](#) 7th - 13th March

### INFO & RESOURCES:

- [Kidney Health Australia](#)
- [Aboriginal and Torres Strait Islander people resource library](#)



## April Find Cancer Early

### NEED:

- Cancer is the highest burden of disease in WA. Data shows people living in regional areas are diagnosed later and have poorer outcomes.

### AIM:

- To improve cancer outcomes for regional Western Australians by increasing cancer symptom awareness and encouraging people to visit their doctor, clinic nurse or Aboriginal health worker earlier.

### CAMPAIGNS & PROMOTION:

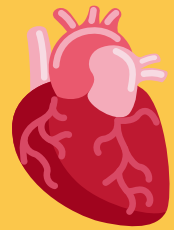
- [Find Cancer Early Campaign](#)

### INFO & RESOURCES:

- [Cancer Council WA](#)
- [Regional Education & Support](#)



# 2022 WHEATBELT SHARED PRIMARY HEALTH CARE CALENDAR



## May Heart Health

### NEED:

- Heart disease is the leading cause of mortality in Australia and the Wheatbelt. With early detection and intervention, health outcomes can be dramatically improved.

### AIM:

- To raise awareness of the prevalence of heart disease and promote the importance of risk factor reduction and heart health checks.

### EVENTS & CAMPAIGNS:

- National Heart Week 2nd - 8th May
- Exercise Right Week 23rd - 29th May

### INFO & RESOURCES:

- Heart Foundation
- Heart Health Checks
- Healthy Active by Design



## June Healthy Weight

### NEED:

- Obesity and overweight is a growing trend in Australia with higher prevalence in the Wheatbelt. It is a shared, modifiable risk factor requiring support instead of stigma to address.

### AIM:

- Change the way we talk about weight and build supportive community connections, attitudes and environments.

### CAMPAIGNS & PROMOTION:

- Live Lighter
- Shift: A guide for media and communications

### INFO & RESOURCES:

- Healthy Weight Action Plan
- Wheatbelt HEAL Programs
- Better Health Program



## July Focus on Diabetes

### NEED:

- Type 2 diabetes is the fastest growing chronic condition in Australia. Prevalence is significant in the Wheatbelt which has a number of risk factors that may increase the population at risk. Left unchecked it can cause serious preventable complications.

### AIM:

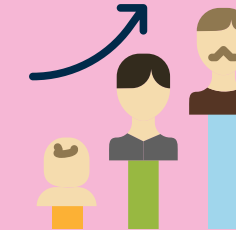
- To promote awareness of the growing rate of type 2 diabetes, promote early detection, education & self-management opportunities.

### EVENTS & CAMPAIGNS:

- National Diabetes Week 10th -16th July
- Back on Track

### INFO & RESOURCES:

- Diabetes WA
- My DESMOND free online program



## August Healthy Ageing

### NEED:

- The Wheatbelt has a significantly higher median age than the rest of WA. Healthy aging can be enhanced through support of the whole community and well planned local environments.

### AIM:

- To promote consideration of factors and environments that contribute to healthy aging as well as raise awareness of falls and signs of stroke.

### EVENTS & CAMPAIGNS:

- Stay on your feet
- National Stroke Week 8th - 14th Aug

### INFO & RESOURCES:

- Council On The Ageing WA
- Age Friendly Communities
- UN Decade of Healthy Ageing

# 2022 WHEATBELT SHARED PRIMARY HEALTH CARE CALENDAR



## September Aboriginal Health

### NEED:

- Efforts to support a reduction in health disparities is a national priority area with a need to partner respectfully with Aboriginal people and recognise the connection between strong culture and better health.

### AIM:

- To support and celebrate the importance of culture on health for Aboriginal and Torres Strait Islander people and advocate for culturally safe information and participation.

### CAMPAIGNS & PROMOTION:

- [NAIDOC](#) activity & planning for 2023

### INFO & RESOURCES:

- [Annual Health Check Resources](#)
- [Australian Indigenous HealthInfoNet](#)
- [WA Aboriginal Health and Wellbeing Framework 2015–2030](#)
- [Closing the Gap Report 2020](#)



## October Mental Health

### NEED:

- Mental health is holistic in nature, affecting how we think feel, act, handle stress and relate to others. It is an important need across the lifespan. The Wheatbelt has a concerning suicide rate that is having significant community impacts across the region.

### AIM:

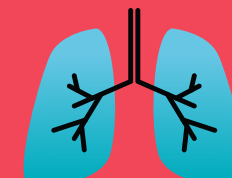
- To promote community safety & help seeking behaviour through education, awareness of information, support services available & encouragement of safe, meaningful conversations.

### CAMPAIGNS & PROMOTION:

- [Think Mental Health](#) [R U OK Foundation](#)
- [Act Belong Commit](#)

### INFO & RESOURCES:

- [Wheatbelt Suicide Prevention Project](#)
- [Wheatbelt Suicide Support Coordinator](#)



## November Lung Health

### NEED:

- Chronic Obstructive Pulmonary Disorder is one of the most prevalent chronic conditions and a leading cause of potentially preventable hospitalisations in the Wheatbelt.

### AIM:

- To promote awareness of risk factors impacting lung health and support resources.

### CAMPAIGNS & PROMOTION:

- [Make Smoking history](#)
- [Tackling Indigenous Smoking Program - Ngamari Free](#)
- [Lung health check list](#)

### INFO & RESOURCES::

- [Asthma WA](#)
- [Staying well with COPD flyer](#)



## December Screening

### NEED:

- Cancer screening saves lives. Screening is one of the most effective ways to detect early signs of cancer.

### AIM:

- To pick up very early cancers in healthy individuals, who do not have symptoms, or in some cases to prevent cancer.

### CAMPAIGNS & PROMOTION:

- [Cancer Council WA Publications](#)

### INFO & RESOURCES:

- [Early detection & screening programs - Cancer Council WA](#)





# Healthy Wheatbelt Communities

A socio-ecological approach underpinned by the social determinants of health







## Further suggestions and ideas for using this resource and the information contained in the links.

### Share to social media

Many of the campaign links will have informative infographics, social media tiles and email banners ready for sharing with your networks. Often this is the simplest and cheapest way to raise awareness and facilitate community education with a wide reaching impact.

### Put up a poster

Whether its at a workplace, in the lunch room, a public noticeboard or on the back of the loo door, putting up a poster or A4 printable wherever it may be seen is an easy and effective way to promote health messages.

### Create an enticing visual display

Information in an effective visual format can often be processed better and attract attention of your target audience in a range of fun and creative ways. Some examples include creating a feature wall or a window display in a frequented/public facing area with printed resources and eye catching props.

### Apply for a grant

There are several grant opportunities available depending on the type of organisation, eligibility criteria and activity planned. You can check with your local Community Resource Centre about assistance with applications or visit the [Healthway funding page](#) or [Healthy Communities Program](#).

### Host an event or wear a colour in support.

Events can be a fun and engaging way to connect and raise awareness either amongst friends or in the community. Some campaigns provide event guides with ideas and inspiration, or you can create your own. Even something as simple as wearing a colour or accessory to draw attention to the health topic can be a way to arouse curiosity or start a valuable discussion.

### Engage local health champions or community groups

Community groups and volunteers are a vital part of community support networks. They also form important links with local organisations, businesses and services. Many may have lived experience or act as community champions whose partnership and advocacy are valuable to further promotion and positive health outcomes.

### Align to your local government public health plan

Under part 5 of the WA Public Health Act Public, all local Governments are required to engage in the public health planning process. This process strengthens a whole of government and community partnership, empowering people to live healthy lives. Local health plans are encouraged to take a preventative focus to population health needs of the community and at a granular level. This resource is based on identified regional priority areas and designed to make it easy to assimilate with LGA activities in this space.



**For more information on respective topics, please see the regional contacts below**

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