

Having a Field Day

Linking rural communities to better health

Ruth Williams



Linking to Better Health

- ❖ For health promotion workers reaching rural & remote populations, especially men for social marketing and health information has its challenges
- ❖ The **Wimmera Machinery Field Days** provides a unique opportunity to engage in a relaxed rural setting





Wimmera Machinery Field Days

- ❖ **Iconic 3 day event** - one of country Australia's largest agricultural and agribusiness trade shows
- ❖ **Showcasing** latest developments in farming practice, machinery, equipment, technology and services
- ❖ **Attracting** thousands of people....
- ❖ **Providing** a great opportunity for exhibitors to interact with local communities in a face-to-face social atmosphere

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Wimmera Primary Care Partnership's "Field Days" Collaborative Health Promotion Approach

- ❖ Brings together a wide range of agencies in **HEALTH**, **WELFARE** and **EDUCATION**
- ❖ To provide community based health information not only for farmers and farming families... but rural populations in general

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*We now use the Field Days as a tool to consult with our rural communities and to help determine the sorts of services they need to keep them well –
Community Health Nurse*

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- ❖ Since 2006 partner agencies have worked together to create a **Health and Wellbeing Hub** at the Field Days
- ❖ They meet, plan and prioritise for the event months in advance
- ❖ A different health focus is themed each year linking sites together so that visitors can easily identify them under **“ONE BANNER”**

2012 Theme-*Linking to Better Health*



Photo: Wimmera Mail Times

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Advantages of the Health Promotion Collaborative Approach

Agencies **WORK TOGETHER TO:**

- develop shared materials
- pool resources
- share administration support
- integrate site activities and avoid duplication
- promote under “**one banner**”

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Wimmera Mail Times Feature 19.2.2012

50
YEARS
OF FIELD DAYS

Wimmera Machinery Field Days

Farmer

Spreading the message

Groups join forces for better health

WIMMERA health and welfare organisations will join forces at the 2012 Wimmera Machinery Field Days to spread the message of better health in the Wimmera.

During the past six years, Wimmera organisations have worked together to create a health and wellbeing hub at the field days to give visitors the opportunity to learn more about local health and wellbeing services and steps that can be taken towards a better, healthier life.

Wimmera Primary Care Partnership health promotion officer Chris Phelan said the Wimmera Primary Care Partnership Field Days collaborative approach brought together a wide range of partner agencies to provide community based health information and social marketing in a rural setting.

"It provides a unique opportunity to engage with rural and remote populations, especially men," she said.

"The participating organisations will be offering a range of services including hearing screenings, women's health checks and general health and wellbeing advice.

"Dunmunkle Health Services will be focusing on skin cancer prevention. With



LINKING FOR HEALTH:

Standing at back are Wimmera Uniting Care's Mark Meyer, Wimmera Primary Care Partnership's Chris Phelan and Ruth Williams, Grampians Community Health's Launa Schilling, Wimmera Uniting Care's Beau James and front, Wimmera Volunteers' Julie Pettett, Wimmera Regional Sports Assembly's David Berry, Wimmera Health Care Group's Tracey Pitts, Wimmera Regional Library's Leanda Elliot and Dunmunkle Health Service's Judy Hazelden. Picture: CONTRIBUTED

a trained Cancer Council worker on site visitors will be able to have their skin assessed for sun damage using a skin scanner.

"Another highlight is The Royal Flying Doctor Service that will be there with a simulation plane providing information on the services they can offer."

Ms Phelan said people visiting the sites would learn more about their own

health, the measures they could use to make sure they stayed healthy and the services available to them in their communities.

She said bright green shop signs and paper cut out figures would be displayed at each site to make it easy for visitors to link the health agencies together.

Visitors will be given a passport to check off that will put them in the draw

to win one of a range of prizes including meal and fuel vouchers, books and sporting equipment.

The collaboration is a part of Wimmera Primary Care Partnership's approach to improving the overall health and wellbeing of the region's residents.

Agencies involved include: Wimmera Health Care Group and Wimmera Community Options, Wimmera

Volunteers, Wimmera Uniting Care, Grampians Community Health, Women's Health Grampians, Wimmera Neighbourhood House Network, Dunmunkle Health Services, Wimmera Regional Sports Assembly, Wimmera Hearing Society, West Wimmera Health Services, Wimmera Regional Library Corporation, Men's Shed Network and The Royal Flying Doctor Service.

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The number of agencies involved has gone from

4 Agencies in 2006 to 14 Agencies in 2012

Dunmunkle Health Services

Wimmera Uniting Care

Wimmera Hearing Society

West Wimmera Health Services

Wimmera Regional Library Service

Wimmera Volunteers

Womens Health Grampians

Grampians Community Health

Wimmera Health Care Group

Wimmera Neighbourhood House Network

Wimmera Regional Sports Assembly

Wimmera Mens Shed Network

Royal Flying Doctors Service

Wimmera Community Options

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Services offered at the 2012 Health and Wellbeing Hub...

- General health and wellbeing advice
- Hearing tests
- Skin scanning
- Women's health checks
- Referrals



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*Attracting visitors to the
2012 Health and Wellbeing Hub...*

- Signs
- Banners
- Brochure
- Paper people
- Passport System
- Prizes



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Passport System

Visitors were surveyed to find out if:

- they have learnt more about ways to improve their health and wellbeing
- if they would visit the agencies after the Field Days
- or have them contact them

Linking to Better Health	
Your Name:	Your Age:
Address:	Post Code:
Phone Number:	Male/Female:
Email:	
Questions need to be answered for a chance to win prizes.	
1.	Have you learnt more about ways to improve your health and wellbeing? Yes <input type="checkbox"/> No <input type="checkbox"/>
What are these? _____	
2.	Will you visit any of the agencies as a result of the Field Days health focus? Yes <input type="checkbox"/> No <input type="checkbox"/> Already Do <input type="checkbox"/> Think About It <input type="checkbox"/>
3.	Would you like any of these agencies to contact you? Yes <input type="checkbox"/> No <input type="checkbox"/> Please circle which agencies overleaf →

Linking to Better Health - Passport Survey

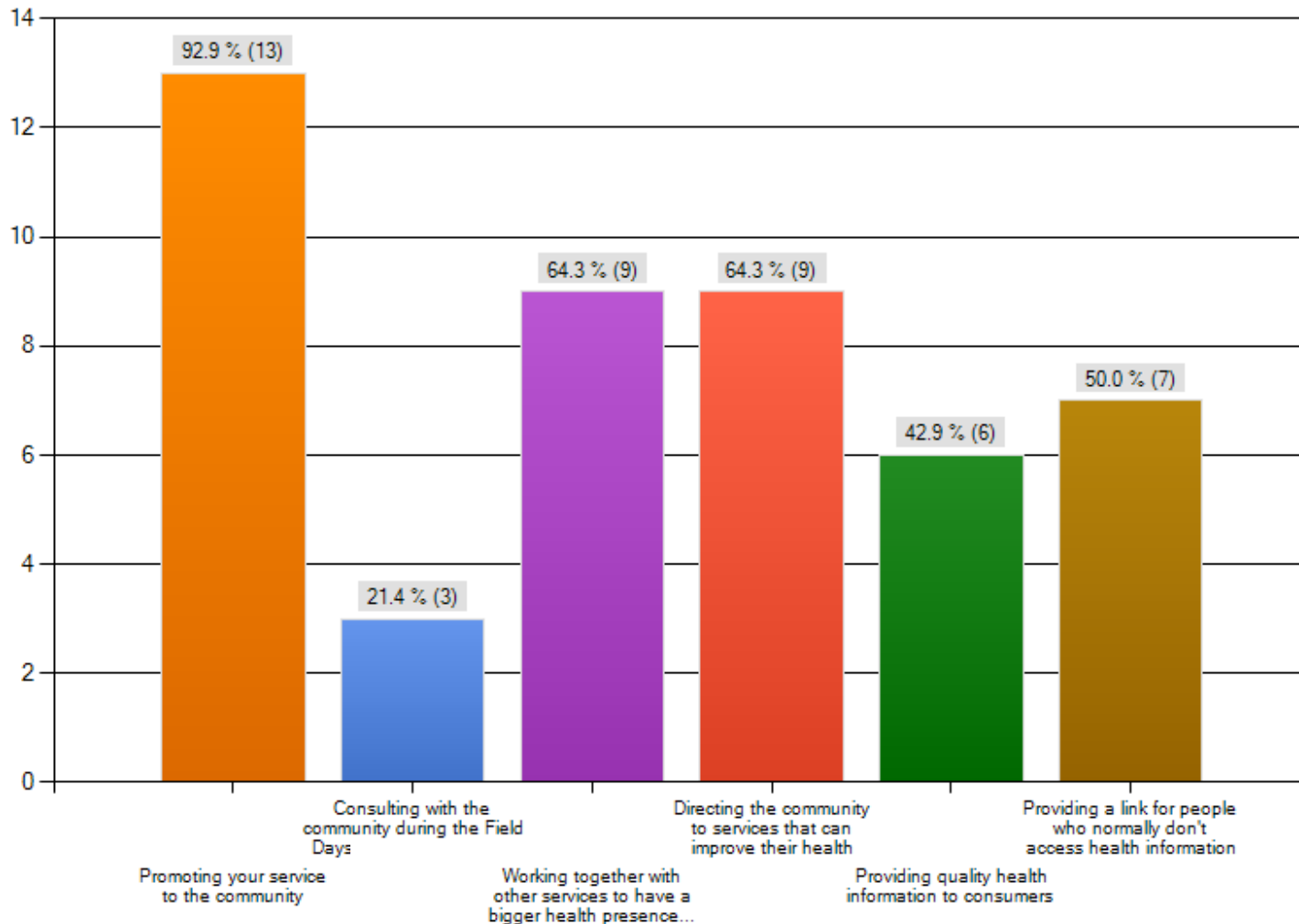
2012 Results

108 surveyed – 23% male 77% female

- **82%** had learnt more about ways to improve their health and wellbeing
- **32%** will visit agencies as a result
- **30%** will think about it
- **19%** already do

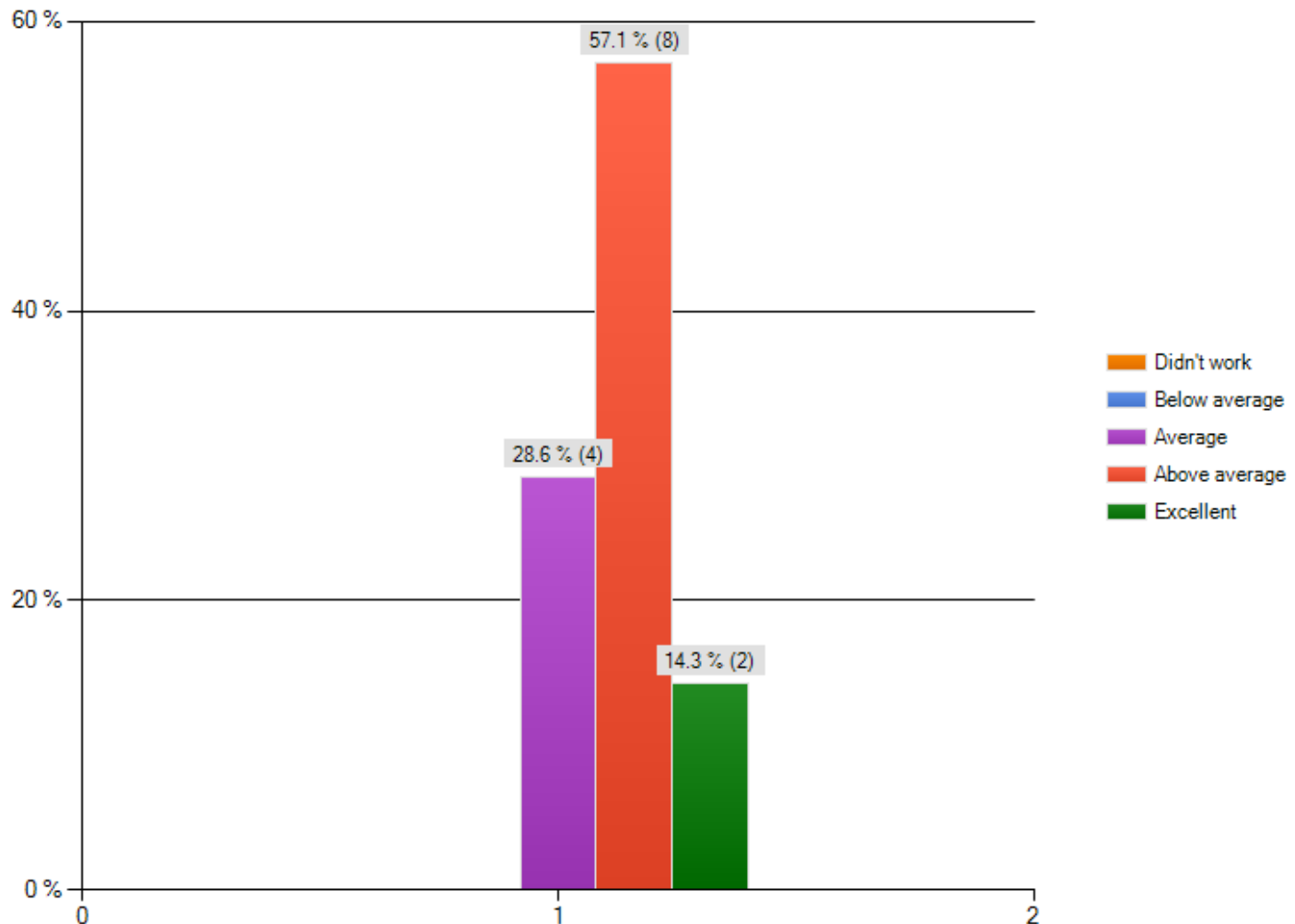
Linking to Better Health – Agency Survey

What have been the most valuable aspects of the Field Days Collaboration for 2012?



Linking to Better Health – Agency Survey

How would you rate the overall collaborative concept?



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Key Successes

Consumers

INCREASED AWARENESS OF

- ways to improve their health and wellbeing
- range of services available
- how to access them



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Key Successes

Agencies

WORKING TOGETHER

- has increased their profile
- enabled broader community engagement
- provided benefits of a shared workload with the pooling of resources and support
- stimulated creative ideas and innovation



Working together... linking rural communities to better health

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Photos: Melissa Powell