



Latrobe Health  
**Advocate**

# Statement of Intent 2019 - 2020





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*The Latrobe Health Advocate respectfully acknowledges Aboriginal people as the Original Custodians of the land we walk on today – the land of the Braiakaulung people of the Gunaikurnai nation and pass on respect to their Elders past and present, future and emerging.*





## Jane Anderson, Latrobe Health Advocate

I commenced in the role of The Latrobe Health Advocate in June 2018 and since then I have been hearing from people across Latrobe about their aspirations and concerns for health and wellbeing and elevating that voice to impact system change for improvements. In 2018/2019 I met with more than 800 people. As individuals and as a part of groups, everyone has had a contribution to make to the work being undertaken by my office.

I made significant progress on the identified priorities of 2018/19, having established a profile within Latrobe, that has enabled me to work as a trusted and independent voice for Latrobe communities. I have engaged with communities, with purpose and with an awareness of the context in which people live their lives.

I strive to be authentic and approachable, reaching out to communities at times and locations convenient to them. I have demonstrated a willingness to truly hear from people, free from a predetermined agenda and this approach has ensured that the recommendations I have made are reliable and sincere, supported by research and informed by what I am hearing from communities.

I have worked collaboratively with partners within the Latrobe Health Innovation Zone which has assisted me to provide community wide leadership, enabling, mediating and advocating for health improvements through broader system improvements and change.

With the support of TACSI, The Australian Centre for Social Innovation, I held a strategic workshop to develop an engagement methodology that enables me to hear from people, with a diversity of experience, about their aspirations and concerns for their health and wellbeing.

Throughout 2018/19, I have been approached by organisations undertaking projects in Latrobe, seeking advice on how best to engage communities where there may be an impact on the communities' health and wellbeing. Businesses have also been talking to me about how they are improving the health and wellbeing of their workforce.

The work completed in my priority areas of Mental Health, Alcohol and Drugs and Palliative Care has been substantial and will be detailed in my Annual Report however I want to make particular mention of submissions made to the Productivity Commission Inquiry into Mental Health and the Royal Commission into Victoria's Mental Health System. Both these submissions have emphasised the need for strategies to address social isolation and better enable people to participate fully in their communities.

The priorities I have set for 2019/20 are based on the data analysis of community conversations in 2018/19 and consultations with organisations and government that play a role in the Latrobe Health Innovation Zone.

I will increase my reach for engagement to include; a broader cultural diversity, people across all ages and abilities including children, and across all towns. I will strengthen my approach with governments to build stronger working relationships with specific teams and business units and aim for stronger collaboration with members of the Latrobe Health Assembly.

I will monitor the response of governments and services to our key recommendations from the work completed in 2018/19, in particular the work done in palliative care and mental health. I will continue to centre my message around what Latrobe communities are saying while strengthening my message on key insights and opportunities for systems change.

<b>Priorities for 2019/2020</b>	
<p><b>Maintain and build on the established profile of the Latrobe Health Advocate</b></p>	<p>The Advocate will continue to grow the level of awareness of the Latrobe Health Advocate as a trusted and independent voice for Latrobe communities. Communicating and engaging with communities around future opportunities, the work being done, and actions being taken.</p>
<p><b>Elevate the voice of communities</b> Utilise and build on the engagement model developed in 18/19 with a dedicated focus on learning from specific communities about how they best have their voice heard and what makes engagement meaningful for them. <b>These communities include:</b></p> <ul style="list-style-type: none"> <li>• <b>LGBTI people</b></li> <li>• <b>People experiencing financial stress</b></li> <li>• <b>Aboriginal communities</b></li> </ul> <p>The Advocate will facilitate an approach that brings together Governments, services and Latrobe communities to allow people to have their voice and contribute to improving health and wellbeing outcomes for themselves and others.</p>	<p>Building on the engagement model which has been developed in 18/19 the Advocate will:</p> <ul style="list-style-type: none"> <li>• Design, develop and implement ways of engaging that support specific communities to participate more fully in systemic change to improve health and wellbeing.</li> <li>• Consider that the purpose of engagement and the engagement itself may be different for different cohorts</li> <li>• Focus on community conversations and engagement questions that are specific to the selected cohorts and update the engagement model to reflect communities' experiences and engagement preferences.</li> <li>• Analyse community voice to determine systemic issues for service innovation and improvements.</li> <li>• Advocate to governments, agencies, service providers, businesses, industry, community members and Latrobe Health Assembly.</li> </ul>
<p><b>Health is everyone's business</b></p> <p>Engage the breadth of Latrobe Valley communities to prioritise health and wellbeing and be engaged in activities within the Latrobe Health Innovation Zone. Influence economic development projects in terms of how they:</p> <ul style="list-style-type: none"> <li>• <b>Create a healthy community,</b></li> <li>• <b>Impact on climate change and the determinants of health,</b></li> <li>• <b>Do not adversely affect community health.</b></li> </ul>	<p>The Advocate will:</p> <ul style="list-style-type: none"> <li>• Chair the Latrobe Valley Asbestos Taskforce, strengthening collaboration amongst agencies and providing insight from the voice of communities in developing recommendations for government and stakeholders.</li> <li>• Strengthen and prioritise relationships with those that focus on economic and regional development to understand and identify common goals, for example; the Committee for Gippsland, Latrobe Valley Authority.</li> <li>• Utilise a questioning approach and emphasise accountability to encourage decision makers, developers and regulators to prioritise health and wellbeing. Advocate for the protection of health and wellbeing in new and emerging economic development projects where appropriate.</li> <li>• Participate in the planning of and influence the implementation of the Latrobe City Municipal Public Health and Wellbeing Plan, raising awareness of the impact of climate change on Latrobe communities.</li> <li>• Encourage relevant bodies (Latrobe City, Department of Environment Land Water and Planning, Regional Development Victoria, Latrobe Valley Authority) to plan for transition of the community from coal fired power and participate in planning.</li> </ul>

## Priorities for 2019/2020 (cont.)

### Community Priority Campaigns

Use a project/campaign approach to address the conditions preventing positive change in the overall health and wellbeing of the Latrobe Valley's population.

Priorities for 2019/2020 are:

- **A healthy life in Latrobe**
- **Human Connections in Latrobe**
- **Access to services in Latrobe**

#### **A healthy life in Latrobe**

This campaign will have a focus on prevention across the lifespan to determine what it might take for people in Latrobe to enjoy a healthy lifestyle.

Utilising existing research and working in partnership with appropriate agencies, the Advocate will learn about the positive and negative influences, social norms and attitudes that impact a person's ability to live healthy and well in Latrobe.

The engagement process and outcomes will lead to recommendations and actions that address gaps, tackle barriers and enable what is working well to be accelerated and/or enhanced.

#### **Human Connections in Latrobe**

Building on the work done in the 2018-19 mental health project/ campaign, this campaign will have a dedicated focus on social isolation and loneliness in Latrobe. The campaign will take a place-based approach to identify opportunities to increase social / human connections across Latrobe.

The Advocate will build on relationships established with local community groups in smaller towns as well as the large towns where there are existing Neighbourhood Houses and identify the breadth of programs that have an impact on preventing and/or limiting social isolation within their communities.

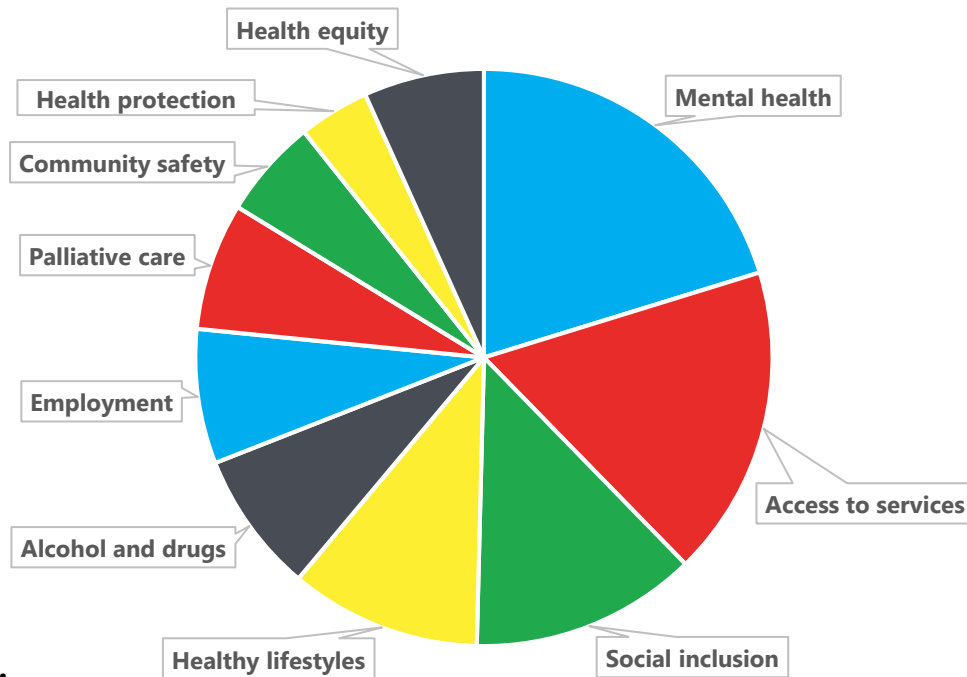
The Advocate will bring together engagement outcomes and research to inform and influence key stakeholders to take action to address social isolation in Latrobe.

#### **Access to Services in Latrobe**

Following on from the Advocate's connections with community in 2018/19 where access to services was highlighted as a significant issue for people in Latrobe, this campaign will identify the systemic and underlying issues that are impacting how people in Latrobe can access doctors in Latrobe.

In doing so the Advocate will look for opportunities to positively impact the experience that people have with medical services and identify enablers within the system which might lead to immediate and longer-term positive outcomes for service delivery in Latrobe.

# 2018/2019 Community Voice:



## The Top Five

1. Mental health
2. Access to service
3. Social inclusion
4. Healthy lifestyles
5. Alcohol and drugs

We need to engage young people. I don't see kids out and about any more

It's important to look after yourself and have a listening ear to others.

Services and organisations need to communicate and share information with each other.

We need to educate Doctors about the importance of healthy lifestyle and preventing disease before it happens.

People feel anxious for their own health as a result of the mine fire and the air quality, which they now have greater awareness of.

There are lots of activities, but some people don't leave their house.







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