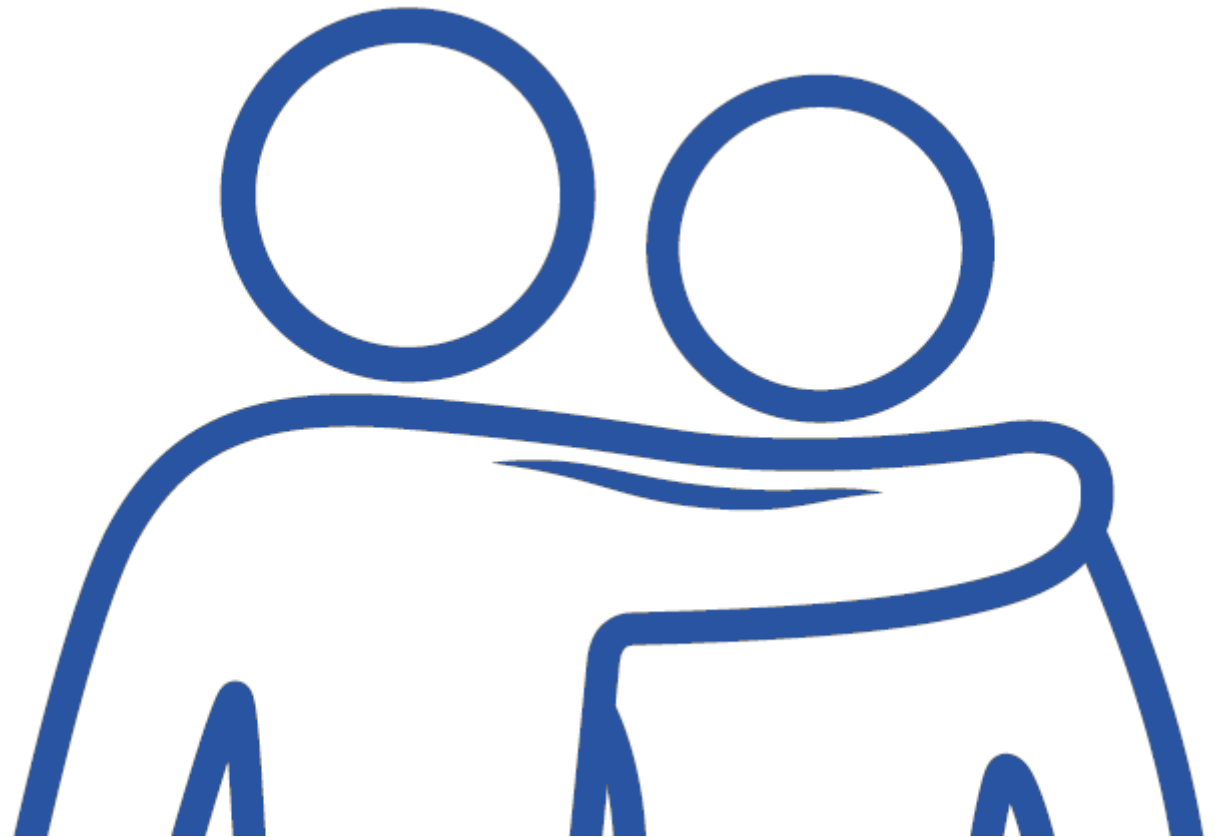




Bayside City Council

Early Years Action Plan

2017-2021



Background

The Early Years Action Plan is part of a suite of action plans that respond to the Wellbeing for All Ages and Abilities Strategy 2017-2021 (WAAA).

The WAAA outlines the health and wellbeing priorities for Bayside City Council over the next four years. The WAAA has been developed in consultation with the community and through collaboration with key agencies, partners and stakeholders.

The WAAA includes three goals and twelve objectives that have been identified through comprehensive research, analysis and consultation processes. Key themes identified through these processes relate to:

- An engaged and supportive community which allows people from all ages and abilities access to services and resources that enhance their wellbeing. Social connectedness and social inclusion were identified as important in sustaining positive mental health and resilience.
- Increased participation in health assessments and being physically active were identified as significant in maintaining and protecting the longevity of good health and wellbeing. Participation in the Maternal and Child Health service was identified as important by the Bayside community.
- An environment where people can live, work and play safely was also identified as important with consideration of issues related to crime, family violence, and safety in the home and in public places highlighted.

Plan focus

This action plan focuses on new or revised actions which have health and wellbeing benefits for early years. In addition to the actions outlined in this action plan, Council delivers a diverse range of operational services that support the health and wellbeing of the Bayside community. Early years services provided by Council include:

- Maternal and child health;
- Immunisation;
- Centralised preschool enrolment;
- supported playgroups; and
- Parent education sessions.

Bayside's commitment to disability

Bayside City Council is working in partnership with the community to enhance the health and wellbeing of people with a disability. Council values the unique contribution that all people make to their community and recognises the complex physical, social and emotional challenges that can exist for people with a disability. Activities targeting people with disabilities are integrated and reflected across the suite of action plans to address the Disability Act 2006.

Development and delivery of the actions plan

Partnerships are a key principle of the *WAAA*, with a focus on capacity building, delivering high quality strategies, and reducing duplication and fragmentation of effort. Actions have been developed and will be delivered in partnership with the community and a range of internal and external partners as relevant.

The Family and Children's Network and the Bayside Healthy Ageing Reference Group (BHARG) are community based groups that regularly provide feedback to inform Council plans and strategies.

The *Early Years Action Plan* has been developed in conjunction with these groups.

Measuring success

This action plan will be reviewed annually, to ensure its' relevance and to respond to the changing needs of the Bayside community. The goals and objectives of the *WAAA* will be monitored through the separate *WAAA* Evaluation Plan and will be reported to Council on an annual basis.

How to read the Action Plan

Goals and objectives: The goals and objectives of the *Early Years Action Plan* align directly to the goals and objectives of the *WAAA*.

Actions: Actions outline the activities that Council and/or partners will undertake to achieve the objectives.

Measure: Measures outline how we will assess the achievement of our actions.

Timeline: The estimated start and completion date for each action.

Lead and partners: This area identifies who will be involved in the delivery of actions either in a lead role or supporting role. Council program areas are identified with an asterisk.

Goal 1 An engaged and supportive community

Objective 1.1 Improve mental health and resilience

| Actions | MEASURE | LEAD + PARTNERS <small>*Denotes Council Program Area</small> | TIMELINE |
|---|--|---|-----------------|
| Establish an “infant cues” workshop to support parent wellbeing by increasing their confidence in being able to understand their infant’s needs | <ul style="list-style-type: none"> • 10 workshops each year • Annual participation of 100 families • Pre and post participant feedback | <ul style="list-style-type: none"> • Family Services* (lead) | 2018-2021 |
| Evaluate the Parent Infant Support Group to ensure that the program is evidenced based and that improved parent and infant mental health and wellbeing outcomes are achieved. | <ul style="list-style-type: none"> • Report completed • Recommendations identified and implemented. | <ul style="list-style-type: none"> • Family Services* (lead) • Alfred Child and Youth Mental Health Service | 2018-2019 |
| Implement <i>smalltalk</i> supported playgroup and in home support to improve parent-child interactions | <ul style="list-style-type: none"> • 2 supported playgroups provided each school term for up to 20 families • Pre and post participant feedback • 3 families receive in home support each school term | <ul style="list-style-type: none"> • Family Services* (lead) • Department of Education and Training | 2018-2021 |

Objective 1.2 Support opportunities that build social networks and community connections

| | | | |
|--|--|--|-------------|
| Identify and deliver intergenerational programs that respond to community need and interests | <ul style="list-style-type: none"> • 1 continuing program established in Year 2 | <ul style="list-style-type: none"> • Family Services* (lead) • Aged and Disability Services* • Youth Services* • Libraries* • Arts and Culture* • Community Wellbeing* | 2019-2020 |
| Develop a communication plan to increase awareness of available local services and programs | <ul style="list-style-type: none"> • Communication plan developed and delivered • Community knowledge of available services and programs when contacting Council | <ul style="list-style-type: none"> • Family Services* (lead) • Libraries* • Arts and Culture* • Community Wellbeing* | 2018 - 2019 |

Objective 1.4 Improve access to affordable, appropriate and inclusive services

| | | | |
|---|--|---|-----------|
| Develop a 10 year Early Years Infrastructure Plan that responds to future service needs | <ul style="list-style-type: none"> • Plan adopted by Council | <ul style="list-style-type: none"> • Family Services* (lead) | 2017-2018 |
| Establish and trial a Maternal & Child Health (MCH) drop in session once a week at a public housing estate to increase engagement and access to the MCH Service | <ul style="list-style-type: none"> • Number of new families with young children living at the public housing estate enrolled in the MCH service | <ul style="list-style-type: none"> • Family Services* (lead) • Community Wellbeing* | 2018-2021 |

Goal 2 A healthy and active community

Objective 2.1 Increase physical activity opportunities

| Actions | MEASURE | LEAD + PARTNERS <small>*Denotes Council Program Area</small> | TIMELINE |
|---|--|---|-------------|
| Develop a brochure to inform the community of all Bayside playgrounds | <ul style="list-style-type: none"> • Brochure developed and distributed | <ul style="list-style-type: none"> • Family Services* (lead) | 2018 - 2019 |

Objective 2.2 Increase healthy eating

| | | | |
|---|---|---|-----------|
| Promote the benefits of breastfeeding, including available community supports and information | <ul style="list-style-type: none"> • Increased in breastfeeding rates in Bayside from 70% to 75% | <ul style="list-style-type: none"> • Family Services* (lead) | 2017-2021 |
|---|---|---|-----------|

Objective 2.3 Increase participation in health assessments and self-care

| | | | |
|---|---|---|-----------|
| Engage families with young children aged 0-6 years in the universal Maternal and Child Health Service to optimise their health, development and wellbeing | <ul style="list-style-type: none"> • Increased rate of participation across the 10 key age and stage consultations from 88% to 93% | <ul style="list-style-type: none"> • Family Services* (lead) | 2017-2021 |
|---|---|---|-----------|

| | | | |
|---|--|---|-----------|
| Partner with South Eastern Melbourne Primary Health Network to improve childhood immunisation rates | <ul style="list-style-type: none"> Increased childhood immunisation rates for children aged 5 years from 94.3% to 95% | <ul style="list-style-type: none"> Family Services* (lead) South Eastern Melbourne Primary Health Network | 2017-2021 |
|---|--|---|-----------|

Goal 3 Safe and sustainable environments

Objective 3.1 Reduce family violence

| Actions | MEASURE | LEAD + PARTNERS <small>*Denotes Council Program Area</small> | TIMELINE |
|---|--|---|-----------|
| Conduct family violence assessments on all families attending the Maternal and Child Health Service to identify mothers, children and families at risk of family violence, and as appropriate complete safety plans and refer to family violence services | <ul style="list-style-type: none"> 100% of families are screened for family violence Number of referrals made in relation to family violence Number of safety plans completed | <ul style="list-style-type: none"> Family Services* (lead) | 2017-2021 |

Objective 3.4 Improve environmental sustainability

Participate in the Nappy Collective to collect unused, clean disposable nappies that are redistributed to organisations supporting families in crisis or need

- 100% of MCH centres participating in the Nappy Collective

- Family Services* (lead)

2018-2019

Objective 3.5 Improve community resilience to extreme weather events

Support vulnerable families to manage during extreme heatwave events

- Provision of community information available on the Council website and at MCH centres
- Vulnerable families monitored through the MCH service

- Municipal Recovery Manager* (Lead)
- Family Services*
- Communications*

2017-2021