



Bendigo Loddon Primary Care Partnership

# HEALTH PROMOTION PACKS

## CASE STUDY

### BACKGROUND

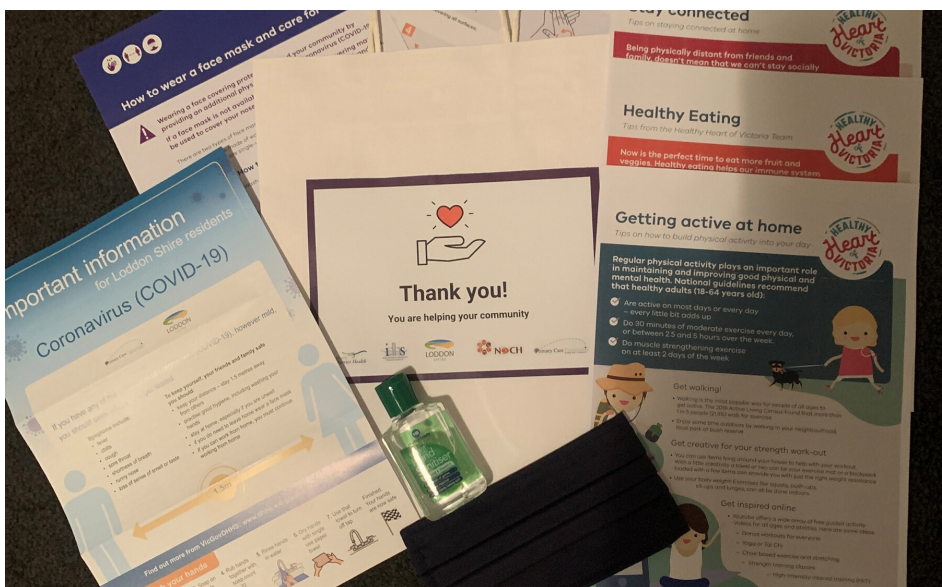
The COVID-19 pandemic has shifted the way communities access services and information they need to keep healthy. The importance of a place-based, coordinated approach has been emphasised throughout the pandemic, as communities look to local organisations and services to meet their needs.

When most local services modified the delivery of their programs and services online, people who do not have access to the internet or an appropriate device were left unable to receive health care and information. The lack of digital access further compromised opportunities to participate in work, education and social opportunities that have also shifted to online delivery.

Participating in the virtual world requires an appropriate device, data and reception, and in the City of Greater Bendigo (CoGB) and Loddon Shires, internet access is unreliable, with many areas reporting little or no phone and internet reception. A shift to virtual delivery has created greater equity between metropolitan and regional areas by providing access in the regions to services that once required a trip to the city. However, it has further exacerbated inequalities for many groups who are unable to reliably participate in the virtual world because they don't have a smartphone, can't afford data or their reception is unreliable.

### ORGANISATIONS INVOLVED

- Bendigo Health
- Bendigo Community Health Services
- Loddon Campaspe Multicultural Services
- Bendigo and District Aboriginal Cooperative (BDAC)
- Heathcote Health
- Loddon Shire Council
- Boort District Health Service
- Inglewood and District Health Service
- Northern District Community Health
- Bendigo Loddon PCP



## PACK CONTENTS

- [HHV Healthy Eating Factsheet](#)
- [HHV Physical Activity Factsheet](#)
- [HHV Social Connectedness Factsheet](#)
- [Location Specific Contacts List](#)
- [Hand Sanitiser \(Easy English Instructions\)](#)
- [Disposable Mask \(Easy English Instructions\)](#)



Local organisations understand how important it is to work alongside their communities through a pandemic to encourage and support members to get COVID-19 tested. They also know the importance of mental health support. The aim of the *Health Promotion Packs project* was to disseminate Easy English health and wellbeing information in paper-based form. Information was localised, and focused on connecting people to both local and national mental health services. It also contained health promotion information on mask wearing and hand-washing. The packs promoted positive messaging to demonstrate how an individual getting tested has a direct impact on keeping their community safe.

Experts advised that the best way to help stop the virus spread is to get tested, so by positively encouraging this behaviour, the Bendigo and Loddon communities can remain safe. The packs aimed to ensure all interactions with the health system, were an opportunity for health promotion to occur.

## HEALTH PROMOTION PACKS

The health promotion packs included Healthy Heart of Victoria (HHV) project factsheets on healthy eating, physical activity and social connectedness, and a location specific list of health, social and community contacts, with a focus on mental health services. The packs also contained hand sanitiser (with easy English instructions) and a mask (with easy English instructions for use and disposal). Additionally, the pack included an encouragement message that thanked the person for getting tested and looking after their local community. These packs were produced in multiple different languages to ensure the information was accessible to the multicultural communities of Bendigo.

BLPCP worked alongside and supported local health and community service organisations by planning, developing and collating the health promotion packs. These packs were then disseminated to the public through testing clinics.

### The following packs were distributed:

Heathcote Health	200 Packs
BDAC	100 Packs
Bendigo Health	100 Packs
Loddon Shire Council	100 Packs

## EVALUATION

Anecdotally, clinical staff handing out the packs at testing sites have reported recipients have responded positively to them. Feedback on the packs has been sought via text messages sent to advise of testing results, however, at the time of writing this case study no feedback has been received.

