



**Collaborating for Rural Health**

# Information Kit

**Rural Health Week**  
**14 to 20 November 2011**

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## Theme

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### *Collaborating for Rural Health*

Welcome to Tasmania's third Rural Health Week. The theme for this year's event is *Collaborating for Rural Health*.

Rural communities are working hard towards improving their health and wellbeing and Rural Health Week is an excellent opportunity to showcase programs, projects, research and services that address significant health and wellbeing priorities in rural and regional areas. It is an opportunity to showcase the sense of community spirit that is experienced when rural communities work towards a common goal, and most importantly, it allows rural communities to tell their stories in the way that best reflects their interests and aspirations.

A key activity of Rural Health Week will be the presentation of the Tasmanian Rural Health Awards. The Awards recognise and acknowledge local champions of rural health who have contributed to the improved health or wellbeing of the whole community, or a section of the community. In 2011 there will be four award categories:

- **Rural Health Community Award**  
Awarded to a member of a rural or remote community who is not employed in the health sector or whose primary source of income is not derived from the health sector.
- **Rural Health Worker Award**  
Awarded to a health professional/health worker employed in a rural or remote setting within Tasmania.
- **Rural Health Group Award**  
Awarded to a group of four or more people in a rural or remote community.
- **Rural Health Youth Award**  
Awarded to a school student in a rural or remote community.

Details and eligibility guidelines are available from the website [www.rhwtas.com.au](http://www.rhwtas.com.au) or by contacting the Rural Health Week Liaison Officer whose details are on page 7.

An Event Registration Form is included at the end of this information kit. Please use the form to register your event(s). Once completed the form should be forwarded to the Rural Health Week Liaison Officer. The form is also on the Rural Health Week website and can be filled out and lodged electronically.

## **Aims**

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- To promote and celebrate rural health and wellbeing as an important component of state-wide health priority areas.
- To increase awareness within rural communities about rural health issues and the importance of a preventative approach to health through Rural Health Week activities and established programs.
- To provide an opportunity for communities to showcase programs and activities aimed at improving health and wellbeing.
- To acknowledge the achievements of rural communities in enhancing the health and wellbeing of their communities.

## **Objectives**

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- To encourage rural services and residents to work together to make improvements to the way of life and health of rural people.
- To promote awareness of the role of the health professional in rural communities.
- To increase awareness of the range of programs and activities available in local communities which are dedicated to improving health and wellbeing.
- To establish forums for sharing knowledge and ideas on health and wellbeing between and within communities.

## **Background**

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Rural Health Week is a whole-of-community health promotion initiative which takes place in rural Tasmania every two years. In 2009, 26 Regional Planning Groups were established right around the state, with representatives from more than 80 organisations coming together to plan and implement local activities. More than 5000 Tasmanians participated in at least one Rural Health Week activity.

One of the major benefits of Rural Health Week is that it addresses the social conditions under which people live and which determine their health by improving access to social support networks and enhancing the social environment. The provision of a wide range of health information from both bio-medical and complementary health practitioners is also valuable in helping raise the health literacy of rural communities.

Community participation and ownership is central to the planning of Rural Health Week. The State Planning Committee has representatives from key stakeholder organisations including the University Department of Rural Health, Department of Health and Human Services, Local

Government Association of Tasmania, Department of Health and Ageing and the Department of Education. The State Planning Committee's role is to:

- provide statewide coordination
- support Regional Planning Groups
- seek sponsorship and funding; and
- promote Rural Health Week at a state-wide level.

The role of Regional Planning Groups will be to involve their communities in the planning and delivery of Rural Health Week activities. Regional Planning Groups are also encouraged to nominate local rural health champions for the Tasmanian Rural Health Awards.

Rural Health Week is an inclusive event and Regional Planning Groups are encouraged to include Indigenous groups, people with disabilities, culturally and linguistically diverse communities, and communities of gender and sexual diversity. Regional Planning Groups are also encouraged to apply for additional funds through local government and community banks if possible.

Events will be staged throughout rural Tasmania during the week. A Liaison Officer working with the State Planning Committee is available to assist Regional Planning Groups with the coordination and promotion of events if necessary. This will enable greater support to be provided on a local and regional level. The Liaison Officer's contact details can be found at the end of this document.

## **Organising your activity**

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When organising your activities, it is important to identify the health needs and priorities that are particular to your area and design activities which target those needs. Wherever possible the State Planning Committee will assist Regional Planning Groups with contact details of interested individuals in their area.

It is your decision whether you create activities specifically for Rural Health Week or choose to highlight an existing program under the Rural Health Week banner. Defining the goals of your event is an important part of the planning process and will allow the people involved in coordinating the event to work towards some common objectives. Consider also how your event relates to the theme, Collaborating for Rural Health. It is also a good idea to nominate the target audience for each activity and to design strategies for reaching and engaging this group.

When organising your event, try to band together all the resources, skills, talents and services of your local community. For example, it would be a great idea to form partnerships with local schools or to gain the support of clubs such as Rotary, Apex and Lions. Encouraging local businesses to support your community's activities is also a good way of ensuring their success.

## **Ideas for activities**

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There are many possible activities that you may wish to consider staging as part of your community's contribution to Rural Health Week. Below is a list of some activities that have been successful in the past.

- Cooking demonstrations and healthy eating as part of an Open Day at your local health centre.
- Physical exercise activities such as a Fun Run, Bicycle Race, Exercise Classes, an Old Time Dance, Tai Chi or Yoga.
- Fun Days and Beach Days to enhance the social environment in your community.
- Mental Health Forum to provide important information and advice in your community.
- Positive Ageing Seminars to assist people in making informed decisions as they face retirement.
- Promote healthy rural work places by holding workshops/education sessions for employees within your organisation.
- Invite Emergency Services to hold an open forum/education session about regional safety issues e.g. fire safety and evacuation procedures, road safety and the weather, SES demonstrations.
- Run a women's/men's health session.
- Organise a Regional Rural Health Expo that will showcase all the health services provided in the region and external resources that can be accessed. Offer blood pressure checks, bone density screening, memory tests, fitness checks and skin cancer screening.

Other activities your community may wish to consider staging.

- A professional development session for local health practitioners.
- Invite a speaker to present their research or practice on a subject that is of interest or value to your community.
- Run a writing/art competition amongst primary or high school students for the image that best reflects the Rural Health Week theme, Collaborating for Rural Health. The winning image could be printed on posters/brochures used in local promotion of Rural Health Week. Other entries could be displayed at the Youth Forum.

- Organise first aid classes, either generic or specialised to a certain environment such as near the coast, remote bush settings, aged care, young children etc. This may also involve CPR for particular target groups – retailers, childcare workers, council workers and so on.
- Invite a postgraduate health science student to present their work to your community. A list of research topics currently undertaken by postgraduate students within the Faculty of Health Science is available on request.
- Health information displays using props, posters, brochures and stickers etc, for the hospital foyer, GP waiting rooms, local shopping centres and pharmacies – target specific groups such as men’s and women’s health.
- Encourage newspapers and radio stations to interview prominent local rural health professionals to talk about their experiences working in rural Tasmania – particularly if a Rural Health Award Nominee has been nominated from your region!

## **Rural Health Week logo**

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The Rural Health Week logo is the recognised brand for Rural Health Week. Please ensure that you include the logo on any of your correspondence or publicity material. The logo can be obtained in electronic format (through email or on CD) by contacting the Liaison Officer (contact details on page 7). It is a good idea to use the logo at every possible stage to boldly advertise and promote your event. This will ensure it receives appropriate recognition and endorsement from central, regional and local rural health agencies that are also involved in promoting Rural Health Week.

## **Publicity**

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The State Planning Committee has a designated marketing and publicity officer to promote Rural Health Week at both a state and local level. Information on marketing and promotion can be obtained by the Rural Health Week Liaison Officer. It is also important that your local community is kept informed of the events that are being held in your area. You are encouraged to generate your own publicity material in the way you think will best capture the attention of your community.

Some ways in which you may promote your activities for little or no cost are as follows:

- Word of mouth eg youth groups
- School meetings, newsletters
- Endorsements from community leaders or sports people
- Posters
- Advertising brochures
- Other printed material
- Community notice boards
- Community newsletters

These are all elements that when combined have a strong cumulative effect.

## **Evaluating your event**

A thorough evaluation of your activity or program is an important way to determine the success or value of your event. It is also an opportunity to assess the knowledge in your community about health services or the level of health information.

Evaluation will also allow you to consider the reach of your activity and any possible changes that might enhance its impact if it were to be repeated in the future.

You should consider some of the following questions in your evaluation:

- How did you identify your target audience?
- Did your activity reach the target audience?
- How did participants hear about the activity?
- How many people participated in the event/activity?
- Were participants satisfied with the information they received?
- Was additional information/referral provided? Was it helpful, clear, and easy to understand?
- Did participant's knowledge, attitude, motivation, or understanding change as a result of participating in the activity?
- Are participants likely to be interested in future activities/events?

Ask about Rural Health Week:

- What did the theme Collaborating for Rural Health mean to participants?
- What other activities are participants interested in attending?
- What other topics in health would participants like more information about?
- Would they like to see Rural Health Week staged again, if so, how often?

## **Community Grants**

Community grants of up to \$2,500 are available to Regional Planning Groups to assist them with activities and events in their communities.

Applications for funding should:

- Relate and respond to local primary health and wellbeing issues such as self-management of chronic conditions, healthy lifestyles, mental health, youth or ageing issues.
- Provide evidence of community and consumer input through the involvement of groups such as health service providers, schools, Councils, businesses and community groups.
- Show a strong focus on health and wellbeing promotion and awareness.

Applications should include details of the proposed activity, the target audience, timeframes, and budget. Budgets should also provide an indication of any other support which might be available, including financial and in-kind support, and sponsorship. An application form is included or can be downloaded from the Rural Health Week website.

Funds are to be used for operational expenditure only and are to be administered through an incorporated body such as a local Council.

Groups are required to provide information about planned activities for inclusion on the Rural Health Week website and other promotional material.

The deadline for submissions is 30th June 2011, and Regional Planning Groups will be advised of the outcome of their application after 18th July 2011.

## **Help and Resources**

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Karla Peek from the University Department of Rural Health is the Liaison Officer for Rural Health Week. Please feel free to contact her should you have any enquiries.

## **Rural Health Week Contacts**

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### **Liaison Officer**

Karla Peek - K.Peek@utas.edu.au

University Department of Rural Health, Locked Bag 1372, Launceston Tas 7250

Ph 6324 4012 Fax 6324 4040

### **Chair, State Planning Committee**

Stuart Auckland - Stuart.Auckland@utas.edu.au

University Department of Rural Health, Locked Bag 1372, Launceston Tas 7250

Ph 6324 4035 Fax 6324 4040



## **Application for a Community Grant**

Please complete all sections. Incomplete applications will be not eligible for consideration. Please contact Karla Peek (6324 4012 or [K.Peek@utas.edu.au](mailto:K.Peek@utas.edu.au)) if you have any questions about this form. Applications close on **Thursday 30<sup>th</sup> June 2011** and the State Planning Committee reserves the right to reject any application it considers unsuitable. Completed forms should be posted to Karla Peek, University Department Rural Health, Locked Bag 1372, Launceston, 7250 or faxed to 6324 4040 or scanned and emailed to [K.Peek@utas.edu.au](mailto:K.Peek@utas.edu.au)

Regional Planning Group .....

Lead Organisation .....

### Key Contact

(the person who will be responsible for ensuring funds are spent in accordance with the conditions of funding) .....

Address .....

.....

.....

Phone Number .....

Fax Number .....

Email Address .....

Affiliated Organisations .....

(Other organisations represented on the Regional Planning Group) .....

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## DETAILS OF PROPOSED ACTIVITY

Points to consider:

- Is the venue appropriate (eg do not locate children’s activities with hotel grounds)?
- Do you need insurance?
- Do you need to liaise with local Tasmania Police or local council?
- Is your event going to clash with any other events booked for your town/region?
- If it involves children, how will they be supervised and cared for?
- How are you going to promote your activity?
- How are you going to get people to participate?

## ACTIVITY PLAN

Please limit your description to no more than 500 words, excluding budget. You may attach an additional page if necessary.

Name of Activity .....

Location(s) .....  
.....

Target Audience .....  
(Who are the activities .....  
trying to reach?) .....  
.....

Goals .....  
(What are you trying to .....  
achieve?) .....  
.....  
.....

## ESTIMATED TIMELINES

Date	Milestone

## BUDGET

ITEM	COST (indicate any in-kind support)	AMOUNT OF FUNDING REQUESTED
TOTAL		

## CONDITIONS OF FUNDING

Please read these carefully and ensure that your Regional Planning Group is able to meet these requirements.

Rural Health Week funding **CANNOT** be used to pay for:

- Duplication of activities that are already funded
- T-shirts or other clothing
- Screen printing on clothing

- Trophies
- Alcohol
- Medications
- Equipment for use by individuals in private activities
- TV advertising

Rural Health Week funding **CAN** be used to pay for:

- Food for educational/nutritional purposes
- Equipment hire, freight, or small purchases for group use
- Venue hire
- Postage and stationery (limit of 2% of total grant)
- Transport of participants to the activity during Rural Health Week
- Professional fees for speakers or service providers
- Materials (eg to build gardens, carts or health-oriented items)
- Child care for participants of the activity during Rural Health Week
- Travel costs for speakers or service providers to Bass Strait Islands only

Ensure that the funding is spent on operational costs and in accordance with the project proposal as outlined in the application.

Provide the Rural Health Week State Planning Committee, by 31<sup>st</sup> December 2011, the following:

- A report and evaluation of the activity.
- A signed statement of receipts and payments showing how the funding was spent.
- Details of any unexpended funding.

Plan adequately and provide for the health and safety of all participants involved in the activities for which funding is granted.

Use the Rural Health Week 2011 logo in all promotional materials.

Advise the Rural Health Week Liaison Officer of significant changes to the project.

Rural Health Week community grants can only be awarded to groups that are undertaking collaborative projects. This checklist has been developed for you to demonstrate collaboration in the planning of your project. All partners in a collaborative project need to sign below to confirm the collaboration and conditions of funding.

Other community groups agree that there is a need for your project:

Your project involves a number of partners working together as a Regional Planning Group

The Regional Planning Group has set up regular meetings to discuss the project's plans and priorities

- The Regional Planning Group will meet at a time and place that is accessible for all partners.
- The Regional Planning Group will agree about each of the partners' roles.
- The Regional Planning Group has strategies to ensure that the project will be delivered on time.
- The Regional Planning Group has a communication plan to ensure that all partners are equally informed during the planning process.
- Information about your project is distributed to other community groups.

Signed:..... Organisation:.....

Signed:..... Organisation:.....

Signed:..... Organisation:.....

Signed:..... Organisation:.....

Signed:..... Organisation:.....

Signed:..... Organisation:.....

## Rural Health Week Event Registration Form 2011

An event guide will be prepared for each region of Tasmania. These will be available on the Rural Health Week website.

Region – please indicate

North West

North

South

Activity location(s) \_\_\_\_\_

Contact name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Event/Activity Planned (in less than 25 words)

Title: \_\_\_\_\_

Description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date of event: \_\_\_\_\_ Time: \_\_\_\_\_ To: \_\_\_\_\_

Venue: \_\_\_\_\_

Cost to participants (if applicable): \_\_\_\_\_

Any other details: \_\_\_\_\_

Please attach any other relevant promotional material (eg flyer, theme, take-home message).

