

Eastern Health

Integrated Health Promotion Report

2024 – 2025



Eastern Health acknowledges the Traditional Owners of the land on which its services operate, and pays respect to their Elders past, present and emerging
Eastern Health is committed to achieving equality in health status between Aboriginal and Torres Strait Islander peoples and non-indigenous Australians.

Executive Summary

This Health Promotion Annual Report presents the delivery status and evaluation of the strategies outlined in the Eastern Health (EH) Operational Plan 2024 - 2025. These strategies represent the fourth-year actions aligned with the commitments made in the EH 2022 - 2025 Strategic Health Promotion Plan.

EH's Health Promotion team has dedicated itself to planning, implementing, and evaluating a range of preventive actions across four priority areas from 2022 - 2025:

- Increasing healthy and sustainable food and drink choices
- Promoting active living
- Reducing harm from alcohol, tobacco, and other drugs, including e-cigarettes
- Fostering resilient, respectful, and inclusive communities

Several strategies in the 2024 - 2025 report are long-term commitments that span multiple annual action plans within the 2022 - 2025 strategic period and may cross over into the next annual plan.

The Health Promotion team at EH comprises three Health Promotion Practitioners and one Senior Health Promotion Practitioner. In 2024, the team experienced changes, including the addition of a new Graduate Health Promotion Practitioner in August and the departure of one Health Promotion Practitioner near the end of the year. This led to a slight reduction in capacity from November 2024 to June 2025. Despite this, the team successfully completed or partially completed all strategies and achieved the outcomes outlined in the annual plan. Some strategies were not completed as planned and these instances are detailed below.

In 2025, the Health Promotion team prioritised delivering or progressing key commitments and significant projects. The team continued to collaborate with key partners such as local schools, Yarra Ranges Council, Outer East Football & Netball League, and Inspiro Health to advance priority prevention efforts. Several strategies were also delivered in partnership with internal EH departments and stakeholders. The evaluation measures and targets align with those in the Victorian Public Health and Wellbeing Plan and the Department of Health's Community Health, Health Promotion program guidelines, while also allowing the team to assess their actions and impact.

Below are the Health Promotion team's four priority areas and their associated goals as listed in the 2024 - 2025 IHP plan:

Increasing Healthy and Sustainable Food and Drink Choices

- Yarra Ranges community members and EH staff have access and the capacity to make healthy and climate friendly food and drink choices.
- To create a resilient, sustainable, healthy and equitable food system within the Yarra Ranges where the community is mobilised and empowered.

Increasing Active Living

- Community members in the Yarra Ranges and Outer East Region can easily participate in physical activity to support their health and wellbeing and prevent the likelihood of chronic disease development.

Reducing Harm from Alcohol and Other Drugs Including Tobacco and E-cigarettes

- Yarra Valley community members are supported to be smoke free and are aware that tobacco cessation support is accessible and available in their community.
- Reduce alcohol related harm in the Yarra Valley through social cultures that support abstinence or low risk drinking.

Resilient, Respectful, and Inclusive Communities

- Communities in the Yarra Valley, Ranges and Outer Eastern Region are resilient, connected, respectful and embrace diversity.

Each of the strategies listed in this plan have been allocated one of four results highlighting the overall progress made during the 2024 - 2025 period. The four possible results are as follows:

ACHIEVED – The strategy was delivered completely as planned and the expected evaluation results were received.

PARTIALLY ACHIEVED – The strategy was either partially delivered or it changed from initially detailed in the 2024 - 2025 plan.

NOT ACHIEVED – The strategy was not delivered as initially planned.

POSTPONED – The strategy was postponed and will be carried over to the 2025 - 2026 action plan.

Priority Area 1 - Increasing Healthy and Sustainable Food and Drink Choices		
2024 - 2025 Change Statements:		
1.1 The Health Promotion Team supports settings to actively participate in state government programs.		
1.2 The Health Promotion Team supports the local food system to improve availability, accessibility and affordability to better meet the needs of the community.		
1.3 The Health Promotion Team will conduct Healthy Eating education sessions aimed at the general community to improve food literacy.		
1.4 The Health Promotion Team will support Nutrition Australia's annual campaigns Healthy Lunch Box Week and National Nutrition Week.		
1.5 The Health Promotion Team supports EH (EH) to complete the mandatory reporting requirements for the Healthy Choices Policy Directive.		
1.6 The Health Promotion Team will assess the feasibility and community need for a Community Kitchen in Yarra Ranges Neighbourhood Houses, focusing on providing healthy, affordable meals and creating community connections and skill development.		
1.7 The Health Promotion Team advocate for and support policies that restrict unhealthy food and beverage advertising in Yarra Ranges sporting and community facilities and maintain current low levels of advertising throughout the Yarra Ranges.		
1.1 (a) Actively support settings that sign up for Vic Kids Eat Well (VKEW), Stephanie Alexander Kitchen Garden Program (SAKGP), and/or Achievement Program (AP), applying an equity lens to prioritise settings.		Status: Achieved
Target: Ensure at least two settings complete components (small bites (SB) or benchmark) of one of the state government programs - VKEW or the AP.		
Results:		
Setting 1: Yarra Glen Primary School Program: AP Component Achieved: Physical Activity Baseline Date Achieved: 19.05.2025	Setting 2: Coldstream Primary School Program: AP Component Achieved: Physical Activity Baseline Date Achieved: 29.05.2025	
Additional Comments:		
1.1 (b) Support settings to register for VKEW, SAKGP, and/or AP.		Status: Achieved
Target: Support at least two settings to register for VKEW, SAKGP, and/or AP program.		
Results:		
Setting 1: Woori Yallock Primary Program: AP Registration Date: 02.06.2025	Setting 2: R.O.C. Netball Club Inc. Program: VKEW Registration Date: 26.07.2024	
Additional Comments:		
1.2 (a) Promote local businesses that provide healthy and sustainable food options, improving community access to healthy meals and supporting local businesses.		Status: Partially Achieved
Target: At least three food businesses identified and/or promoted through the Catering for Good directory.		
Results:		
Food Business Name 1: Hungry 4 Success Date Registered for CFG: 07.05.2025	Food Business Name 2: Tasty Az Date Registered for CFG: In progress (due to be registered July 2025)	Food Business Name 3: Wild Grains Bakehouse Date Registered for CFG: Business informed EH that they do not have the capacity or systems in place to be able to participate in the directory – 18.06.2025. New business to be identified.
Additional Comments: The Catering for Good was promoted internally to all Eastern Health staff through our Communications team. We will continue to peruse increasing the number of catering companies on the Catering for Good Directory and roll this over to our next plan.		
1.2 (b) Complete the Victorian Healthy Food Basket assessment across the Upper Yarra and compare it to an unhealthy food basket, producing a detailed report.		Status: Achieved
Target: At least six food providers are surveyed against the Healthy Food Basket measures.		
Results: The Healthy Food Basket project aimed to enhance the capacity of the Eastern Health's Health Promotion team to implement healthy food environment initiatives in retail settings within the Yarra Ranges Shire. This project consisted of three main components: (i) conducting literature review on similar healthy retail initiatives, (ii) assessing the accessibility, availability and affordability of food in 20 stores across the 4 regions in the Yarra Ranges, considering other financial stressors such as rent and mortgage, and (iii) conducting interviews with 5 public health experts who have in-depth experience in the field, to gain further insights into best approaches for working with retail stakeholders.		
Findings: Some healthier alternatives such as low-fat yoghurt, low-fat cheese, traditional olive oil and sandwiches were unavailable in several stores, whereas discretionary items were readily available in all stores. Overall, a healthy diet was found to be less expensive than the current Australian diet and would contribute to 19% of the average household income within the Yarra Ranges Shire (EH Healthy Food Basket Report).		

However, disparities were observed, where the Valley region had the highest spendings towards food, rent and mortgage despite having the lowest household income. In contrast, the percentage spendings towards the same categories of living expenses was the lowest in the Hills region, which had the highest median household income. The cost of fruit & vegetables and discretionary items varied across suburbs, while the cost of soft drinks remained relatively consistent.

Additional Comments:

Table 1. List of all suburbs in the 4 regions of the Yarra Ranges Shire (1), as well as the suburbs and SA2s of stores visited for the project.

Region	All Suburbs	Suburbs of stores visited	SA2s of stores visited
Hills	Belgrave (+ Heights & South), Emerald (part), Ferny Creek, Kallista, Kalorama, Lysterfield (part), Macclesfield, Menzies Creek, Monbulk, Mount Dandenong, Narre Warren East, Olinda, Sassafra, Selby, Sherbrooke, Silvan, Tecoma, The Patch, Tremont, Upper Ferntree Gully (part), Upwey	Belgrave	Belgrave-Selby
		Belgrave South	
		Emerald	Emerald
		Monbulk	Monbulk-Silvan
		Olinda	Mount Dandenong-Olinda
		Upwey	Upwey-Tecoma
Urban	Chirside Park, Coldstream, Kilsyth, Lilydale, Montrose, Mooroolbark, Mount Evelyn	Chirside Park	Chirside Park
		Kilsyth	Kilsyth
		Lilydale	Coldstream-Lilydale
		Montrose	Montrose
		Mooroolbark	Mooroolbark
		Mt Evelyn	Mount Evelyn
Valley	Badger Creek, Chum Creek, Dixons Creek, Gruyere, Healesville, Steels Creek, Yarra Glen, Yering	Healesville	Healesville-Yarra Glen
		Yarra Glen	
Upper Yarra	Big Pats Creek, Don Valley, Gilderoy, Gladysdale, Hoddles Creek, Launching Place, McMahon's Creek, Millgrove, Powelltown, Reefton, Seville, Three Bridges, Wandin, Warburton, Wesburn, Woori Yallock, Yarra Junction, Yellingbo	Seville	Wandin-Seville
		Wandin North	
		Warburton	Yarra Valley
		Woori Yallock	

Full report available on request.

1.2 (c) Support and contribute to events led by Yarra Ranges Food Connections Network. **Status: Achieved**

Target: Attend at least five Yarra Ranges Food Connections Network meetings.

Results:

Meeting 1	Meeting 2	Meeting 3	Meeting 4	Meeting 5
Date: 22.08.2024	Date: 24.10.2024	Date: 21.11.2024	Date: 27.03.2025	Date: 29.05.2025

Additional Comments: The team actively participated in all meetings. Student projects and learnings were presented to community members at these meetings.

1.3 (a) Conduct Healthy Eating education sessions aimed at improving food literacy in collaboration with Neighbourhood Houses, Men's Sheds, and other relevant organisations. **Status: Achieved**

Target: At least two education sessions conducted.

At least five participants attend these sessions.

At least 80% of participants report knowledge improvement from this workshop.

Results:

Setting 1: Seville Cricket Club	Session 2: Badger Creek Men's Shed
Session Date: 23.10.2024	Session Date: 15.11.2024
Number of Attendees: 21	Number of Attendees: 16
% of Improved Knowledge: 85%	% of Improved Knowledge: 100%

Additional Comments: Data collection was through survey.

1.3 (b) Actively support the delivery of the My Body My Story program in schools which focuses on students having a positive relationship with food and their bodies. **Status: Achieved**

Target: At least 15 students attend the My Body My Story sessions.

Results:						
Session Location/Setting 1: Upper Yarra Secondary College Date: 13.08.2024 Number of Attendees: 19		Session Location/Setting 2: Upper Yarra Secondary College Date: 08.11.24 Number of Attendees: 20		Session Location/Setting 3: Upper Yarra Secondary College Date: 08.11.24 Number of Attendees: 14		
Additional Comments:						
1.4 Actively support Healthy Lunch Box Week (February) and National Nutrition Week (October) by promoting and conducting related activities and events.						Status: Achieved
Target: At least two campaign related activities and events. At least 30 participants in campaign related activities and events. At least 80% of participants report increase in awareness and increased engagement levels.						
Results:						
Campaign 1: Smoothie Bike Event Location/Setting: Healesville High School Date: 12.03.2025 Number of Attendees: 26 + (Years 7 - 10) % of Improved Awareness and Engagement: 100% of students reported awareness of the importance of eating a healthy lunch.		Campaign 2: Story Time Event Location/Setting: Yarra Junction Primary School Date: 18.03.2025 Number of Attendees: approx. 40 (Prep) % of Improved Awareness and Engagement: above 80% in total reported that they learnt something, enjoyed the session, and would be willing to try a new food after attending the event.				
Additional Comments: Data collection was through survey.						
1.5 Assist EH in completing mandatory reporting requirements for the Healthy Choices Policy Directive.						Status: Achieved
Target: Healthy Choices audit of all EH retail sites and vending machines completed.						
Results:						
The Angliss Red: 30% Amber: 31% Green 39% Audit Date: 10.09.2025	Maroondah Red: 22% Amber: 35% Green 43% Audit Date: 04.09.2024	Box Hill - Main Hospital Red: 39% Amber: 26% Green 35% Audit Date: 28.08.2025	Box Hill - Arnold Street Red: 47% Amber: 33% Green 20% Audit Date: 28.08.2025	Peter James Cente Red: 48% Amber: 29% Green 23% Audit Date: 03.09.2025	Wantirna Health Red: 46% Amber: 20% Green 34% Audit Date: 29.08.2025	Vending Machines 100% Compliance: YES Date Achieved: 20.11.2024
Additional Comments: Healthy Choices audit report can be found here: Eastern Health - Healthy Choices Audit Results 2024 Report FINAL.docx (internal link – document available upon request) Healthy Choices results tracking spreadsheet can be found here: MASTER - HEALTHY CHOICES AUDIT RESULTS.xlsx (internal link – spreadsheet available upon request)						
1.6 (a) Scope the need for a 'Rescued Food Initiative' including a Community Kitchen aiming to reduce food waste and promote community engagement and development by using surplus food from local sources to prepare nutritious meals.						Status: Achieved
Target: At least three stakeholders engaged in the Rescued Food initiative needs assessment process.						
Results:						
Stakeholder 1: Stefanie Carino / EH Purpose: Sustainable food systems dietitian and sustainable healthcare manager at CAHA. Scope current processes for reusing packaged foods returned from ward trays at EH sites. Outcome: EH have started cleaning and reusing dietary supplements but haven't yet extended this process to other packaged food groups. Date: 14.10.2024		Stakeholder 2: Kate Barratt/ ADRA Redwood Centre Purpose: Scope use of weekly food donations during community kitchen Outcome: It is possible to use donated food for this purpose Date: 09.01.2025		Stakeholder 3: Claire Woodward/ EH Purpose: Support Services Manager. Procedure for re-using packaged foods and possibility of donating food to EH run community kitchen. Outcome: Still compiling a list of what can and cannot be re-used but would be happy to support the initiative with any products that they decide are unsuitable for re-use in the hospitals. Date: 15.04.2025		
Additional Comments: Needs assessment can be found here: Rescued Food Initiative - Needs Assessment.docx (internal link – document available upon request)						
1.6 (b) Implement and evaluate a pilot Community Kitchen at a Neighbourhood House, focusing on healthy, affordable meals and community connections.						Status: Achieved
Target: At least two pilot sessions conducted. At least five participants in pilot sessions. Participants to report an increase in healthy food knowledge, affordability and community connections.						
Results:						
Location: ADRA Redwood Centre Warburton Session Dates and Number of Participants: 1. 25.03.2025 - 4 2. 01.04.2025 - 2 3. 08.04.2025 - 7 4. 15.04.2025 - 8 5. 29.04.2025 - 4 Total Number of Attendances Over Five Sessions: 25 Average Number of Participants Per Session: 5						

Total Number of Individual Community Members Engaged Over Five Sessions: 11
 % of Improved Knowledge Over Five Sessions: 81.82%

Additional Comments: Data analysis can be found here: [Community Kitchen Analysis.docx](#) (internal link – document available upon request)

1.7 (a) Advocate to Yarra Ranges Council to implement mandatory policies restricting unhealthy promotional material on Council Sporting and Community facilities. **Status: Achieved**

Target: Target at least two Yarra Ranges Council sporting and community facilities by advocacy efforts by the end of the year.

Results:
 Advocacy action one: Data collection across all Council owned sporting facilities. Advocacy action two: Data and recommendations presented to Yarra Ranges Council and Sport and Rec centres. Advocacy action three: Presentation to local advocacy groups.

Additional Comments:

The infographic is divided into two main sections: 'What we did' and 'Recommendations'.
What we did:
 1. **Data collection:** An audit of 20 sports and recreation sites were conducted (19 reserves, 1 sports centre). Advertisements were photographed and documented during each visit.
 2. **Data analysis and synthesis:** Existing guidelines were utilised to classify food ads as 'healthy', 'moderately healthy', and 'unhealthy'. [7] Businesses were 'unhealthy' if over 70% of menu items were high in calories and fat, and low-nutrient; 'Moderate' if 40-60% were healthier options or balanced by nutritional judgment; 'Healthy' if they mainly offered fresh produce or raw ingredients.
Recommendations:
 1. **Adopt and Evaluate Policies from other Councils:** Review and adopt existing advertising guidelines from leading Victorian councils. The Wyndham City Council prohibits ads associated with alcohol, tobacco products, and gambling and uses a Sponsorship Risk Rating tool to assess food and drink advertisements. Review future evaluation evidence of these policies as it becomes available.
 2. **Further assess other Council-owned sports and aquatic centres:** Extend audits to all sports, aquatic, and recreation centres, including canteens.
 3. **Seek input from other relevant Council Staff:** Involve and interview other council members overseeing sports and recreation to gather diverse perspectives.

Full report available on request.

1.7 (b) Advocate for Yarra Ranges Council to support the prevention of all new unhealthy advertisements to maintain the current low level of unhealthy food and drink advertising in the Yarra Ranges. **Status: Achieved**

Target: Maintain low levels of unhealthy food and drink advertisements in at least 10 new and existing advertising spaces by the end of the year.

Support at least three advocacy actions, such as meetings, letters, and public campaigns, by the end of the year.

Results:
 Maintain Low Levels of Unhealthy Food and Drink Advertisements: Across 11 sports clubs in the Yarra Valley region of the Yarra Ranges, the prevalence of healthy and moderately healthy advertising (16) was higher than unhealthy advertising (12).
 Advocacy Action 1: Conducted audits of 20 Council-owned sports facilities across the Yarra Ranges Shire, finding that 68.5% food advertisements in the audited facilities promoted unhealthy food products.
 Advocacy Action 2: Conducted interviews with stakeholders at local council and sporting clubs to initiate communication about the issue and identify potential opportunities for advocacy.
 Advocacy Action 3: Developed and distributed a policy brief to local council, advocating for a decrease in the amount of unhealthy food advertising permitted to be displayed at council-owned sport facilities.

Additional Comments: Audit data can be found here: [Data synthesis .docx](#) (internal link – document available upon request)

1.7 (c) Support ongoing monitoring and data collection on unhealthy food and beverage advertising to strengthen the evidence base for policy advocacy at the state government level. **Status: Achieved**

Target: Conduct monitoring and data collection activities in at least five locations by the end of the year.

Results:
 A total of 170 bus stops, shelters and single poles were observed within a 500m radius of 38 schools (25 primary schools, 13 secondary schools) in the Yarra Ranges. Of all bus stops observed, only 6 bus shelters contained ads. All other bus stops contained no advertising. Of the 6 ads, 50% were promoting food or beverage. Marketing of a sugar sweetened beverage, fast food outlet and encouraging local food purchasing made up this advertising. Six train stations within the Yarra Ranges were scanned for advertising, 22 ads were observed of which 13% (n=3) were promoting food and beverage. All 3 of these food and beverage ads were unhealthy, promoting sugar sweetened beverages. Majority (85%) of advertisements observed in the Yarra Ranges were displayed on the front and back of buses. Of which, 17% were food and beverage, and three quarters of those were promoting discretionary food products. Most non-food advertisements observed were marketing, finance, insurance, entertainment and retail companies. Of concern, 3 ads for gambling companies were observed on buses

Additional Comments:

Priority Area 2 - Increasing Active Living		
2024 - 2025 Change Statements:		
2.1 The Health Promotion Team increase participation and reduce barriers for women in physical activities, fostering confidence and creating supportive environments.		
2.2 The Health Promotion Team improves mental and physical well-being through morning exercise sessions in schools, fostering a habit of regular physical activity and mental health strategies.		
2.3 The Health Promotion Team encourages active travel among primary school students to promote health, reduce traffic congestion, and improve air quality.		
2.4 The Health Promotion Team increase participation in recreational activities among vulnerable and disadvantaged groups through participation in the Yarra Ranges Active Recreation Network.		
2.5 The Health Promotion Team enhance community connections and increase physical activity levels by implementing the Step and Connect program in the Upper Yarra region.		
2.6 The Health Promotion Team increases opportunities for physical activity among EH staff through targeted initiatives.		
2.7 The Health Promotion Team promotes healthy lifestyles and increase physical activity among members of local sports clubs through the Healthy Sports Clubs program.		
2.1 (a) Promote and support the participation of women through the This Girl Can campaign.		Status: Achieved
Target: At least 20 community members are engaged in the This Girl Can campaign. At least 80% of participants report increased confidence to increase physical activity.		
Results:		
Number of Community Members Engaged: 71		
% of Increased Confidence to Increase Physical Activity: 69% had an increase in confidence and 31% already felt confident being active.		
Additional Comments: This Girl Can Campaign was a collaborative effort in partnership with Yarra Ranges council and Inspiro across the whole of the Yarra Ranges. Free or low-cost sessions were held every day over a four-week period.		
2.1 (b) Co-deliver with Outer Eastern Football Netball League to plan and promote the Women of The Outer East Leadership and Networking Lunch.		Status: Achieved
Target: At least 80 people present at event.		
Results:		
Number of Attendees: 150		
Date: 08.08.2024		
Additional Comments: The Women of the Outer East Leadership and Networking Lunch was a resounding success, exceeding the attendance target by 87.5% with 150 attendees. The event was co-delivered in strong partnership with the Outer Eastern Football Netball League and Yarra Valley Water, demonstrating effective collaboration and shared commitment to promoting women's leadership in sport and community settings. Positive feedback was received from participants, highlighting the value of the networking opportunities and the quality of the guest speakers. The high turnout reflects strong community interest and the effectiveness of the promotional strategy.		
2.2 (a) Implement and promote Morning Move for Mind (MM4M) in settings focusing on mental health benefits and accessibility.		Status: Achieved
Target: At least two schools participate in the program. At least 70% of students report increased awareness of wellbeing strategies from the program.		
Results:		
School 1: Launching Place Primary School	School 2: Mt Evelyn Primary School	School 3: Yarra Glen Primary School
Date Completed: 09.12.2024	Date Completed: 11.12.2024	Date Completed: 19.06.2025
% of Increased Awareness: 70%	% of Increased Awareness: 65%	% of Increased Awareness: 86%
Additional Comments: Sessions at Mt Evelyn were held during summer afternoons. This could have impacted students' capacity to focus and may explain why the increased level of awareness were less than 70% for this group.		
2.3 (a) Conduct consultations with primary schools to identify barriers and opportunities for active travel.		Status: Achieved
Target: At least two schools participate in consultation.		
Results:		
My Yarra Ranges Project - 5 sessions across two schools		
School 1: Ferny Creek Primary School	School: Kallista Primary School	
Date: 11.10.2024	Date: 14.10.2024	
Identified Barrier/s: Geographical e.g. living on a hill, few paths.	Identified Barrier/s: Geographical e.g. living on a hill, few safe paths.	
Additional Comments:		
2.3 (b) Implement programs to encourage walking and cycling to school.		Status: Achieved
Target: Implement walking/riding to school campaign at least one school.		
Results:		
Walk to School Day: Kallista Primary School - 17.10.2024 and Ferny Creek Primary School - 25.10.2024		
Additional Comments:		
2.4 (a) Collaborate with the Active Recreation Network to deliver community initiatives such as Active April, ongoing updating of the Active Recreation Resource and other campaigns.		Status: Achieved

Target: Deliver at least two campaigns/events. At least 10 participants attend sessions.	
Results: Campaign/Event 1: Access and Inclusion Expo Location/Setting: Kilsyth Basketball Number of participants: 50+ Date: 18.01.2025 Campaign/Event 2: Active April Location/Setting: Scavenger Hunt – Queens Park Healesville Number of Participants: 27 Date: 10.04.2025	
Additional Comments:	
2.5 (a) Implement the Step and Connect program to encourage walking and community engagement through organised walking groups and events in the Upper Yarra.	Status: Achieved
Target: Support at least one Community House or similar setting to develop a Step and Connect walking group. At least 70% of participants report increased awareness of the benefits of physical activity and social connections.	
Results: Step and Connect Location/Setting: Lilydale Community House Date: April – June 2025 % of Increased Awareness: 71%	
Additional Comments:	
2.6 (a) Organise and promote the EH Movement Challenge, encouraging staff to participate in various physical activities and track their progress.	Status: Achieved
Target: At least 350 staff participate in the Movement Challenge. At least 80% of participants report an increase in physical activity during the challenge. At least 70% of participants feel they will continue their increased physical activity beyond the Challenge.	
Results: Number of Participants: 451 % of Reported Increase in Physical Activity: 74% % of Intention to Continue Increased Physical Activity: 82%	
Additional Comments: Evaluation can be found here: Movement Challenge Evaluation Form (internal link – results available upon request)	
2.6 (b) Conduct a scope and audit of active transport infrastructure and opportunities at EH sites, identifying areas for improvement and implementing changes.	Status: Achieved
Target: Audit the use of active travel infrastructure (e.g. bike racks) at least one EH site. Including surveying staff at site about their awareness of facilities and current use.	
Results: Audit Site: Box Hill Hospital Location: Public Transport, Bike Racks, and Change Rooms Audit Date: 19.11.2024 Staff Survey: Microsoft Forms feedback survey promoted via internal email, Viva Engage, EH newsletter and Eastern Connect. Available to EH staff across all sites. Survey Period and Participation: 22.05.2025 - 16.05.2025 and 88 responses <ul style="list-style-type: none"> • Primary Recommendations: Launch a communication campaign to raise awareness of existing facilities. • Advocate for improvements to infrastructure, including ground-level bike racks and secure storage. • Collaborate with local councils to investigate methods that could enhance safety and accessibility. • Explore the introduction of incentives that could encourage uptake of active travel at sites where it is already being highly utilised. • Develop site-specific strategies, leveraging urban advantages at Box Hill and addressing rural challenges at Healesville Hospital and Yarra Valley Health. 	
Additional Comments: Site audit findings, evaluation of staff feedback, and recommendations for improvement can be found here: Eastern Health - Staff Active Travel Results 2024.docx (internal link – available upon request)	
2.6 (c) Implement and promote the Fitness Passport program to provide EH staff with access to a range of fitness centers and activities.	Status: Achieved
Target: At least 50 EH staff register for the Fitness Passport program.	
Results: Number of Staff Registered for Fitness Passport: 500+ Date Achieved 50+: 10.05.2025	
Additional Comments:	
2.7 (a) Implement the Healthy Sports Clubs program, providing resources, training, and support to sports clubs to promote healthy practices and environments.	Status: Achieved
Target: At least one club signs up for the Healthy Sports Club program and achieves a small change.	
Results: Sports Club/Location: Healesville Football Netball Club Sign-up Date: 18/06/2025 Small Challenge Achieved: Responsible Alcohol Consumption Date Achieved: 18/06/2025	

Additional Comments:

The club was already registered as a Good Sports Level 3 club, with many of the Responsible Alcohol Consumption benchmark actions well established. It was already on track, and this program served as a natural extension of its ongoing efforts.

Priority Area 3 - Reducing Harm from Alcohol and Other Drugs, Including Tobacco and E-Cigarettes**2024 - 2025 Change Statements:**

- 3.1 The Health Promotion team actively supports the development, delivery and evaluation of the Local Drug Action Team's (LDAT) Community Action Plan (CAP) in the Yarra Ranges.
- 3.2 The Health Promotion team supports the adherence to smoke free policies across EH sites.
- 3.3 The Health Promotion Team reduces the prevalence of vaping among settings by increasing their awareness and understanding of the health risks associated with vaping.
- 3.4 The Health Promotion Team empowers schools with the tools and resources needed to effectively educate students on the dangers of vaping through a co-designed toolkit.
- 3.5 The Health Promotion Team reduces alcohol-related harm by developing and implementing harm reduction strategies.
- 3.6 The Health Promotion Team shifts community norms around alcohol consumption by promoting values-based messaging and increasing the availability of non-alcoholic drink options.

3.1 (a) Support the delivery of resilience-based education program to reduce risk taking behaviours in alcohol and other drugs use in schools.

Status: Achieved

Target: At least 20 students and 10 parents reached. At least five sessions delivered. At least 70% of students and parents report increased knowledge in harm caused by alcohol and other drugs. At least 70% of parents report increased confidence in supporting children experiencing alcohol and other drug exposure, including in accessing local support services.

Results:

Location/Setting 1: Launching Place Primary School
 Session Date: 01.11.2024 (AM)
 Students or Parents: Students
 Number of Attendees: 39

Location/Setting 2: Launching Place Primary School
 Session Date: 11.11.2024 (AM)
 Students or Parents: Students
 Number of Attendees: 46

Location/Setting 3: Launching Place Primary School
 Session Date: 11.11.2024 (PM)
 Students or Parents: Parents
 Number of Attendees: 26

% of students and parents report increased knowledge (70%): 67% increased knowledge 52% of parents (13 out of 25) indicated an increase in knowledge of AOD harms. A further 8/25 responses did not change after the sessions. 67% of students indicated an increase in knowledge of AOD harms. 31 out of 46 students (67%) indicated a very good or higher rating in knowledge in their post-session survey. 18 out of 25 parents (72%) indicated a very good or higher rating in knowledge after their session.

% of parents report increased confidence to support children (70%): 68% of parents reported increase confidence 17 out of 25 responses indicated an increase in confidence after the parent session. A further 4 responses indicated a rating of 'Good' or higher, but the answer did not change.

Additional Comments:

3.2 (a) Enhance the health and well-being of individuals at EH sites and create a cleaner, smoke-free environment. Explore the use of changes such as music integration, enhanced signage, designated smoking areas and monitoring and evaluation

Status: Partially Achieved

Target: At least one EH site implements and adheres to smoke-free policy updates. At least one change in smoking areas. At least two or more sites have updated signage to include vaping in the messaging.

Results:

Due to financial constraints across the public health sector, funding for updated signage was withdrawn. To continue promoting health and well-being at EH sites, the Health Promotion team implemented the following initiatives:

Resource Distribution: Sourced materials from Quit Victoria and made them accessible to staff and visitors at Healesville Hospital and Yarra Valley Health upon entry.

Smoking Cessation Support: Partnered with the EH tobacco nurse to establish a referral pathway for visitors who self-identify as smokers, ensuring they receive cessation support.

Infrastructure and Compliance Audit: Collaborated with the EH Occupational Health and Safety (OHS) team to assess existing infrastructure, monitor smoking-related litter (e.g., cigarette butts), and track instances of visitors smoking outside designated off-site areas at Maroondah Hospital. The findings from this audit aim to support future advocacy efforts.

Additional Comments: The Health Promotion team plan to allocate funding to update smoke-free signage at EH sites in the next financial year.

3.3 (a) Contribute to the development, delivery and evaluation of Through the Haze education sessions for students and parents in the Yarra Ranges.

Status: Achieved

Target: At least two vaping education sessions delivered in various settings.

Results:

Location/Setting 1: Woori Community House
 Session: Youth Vaping Presentation - Informational session for parents and carers of young people
 Session Date: 20.11.2024

Location/Setting 2: Online Webinar filmed and disseminated to Cire, Healesville High School and Upper Yarra Secondary
 Session Date: 19.06.2025

Additional Comments:

3.3 (b) Scope values-based messaging mural in schools.

Status: Achieved

Target: At least one school participates in scoping the project.

Results:

School Name: Healesville High School

School Representative: Director of Wellbeing and The School Nursing Program - Adolescent Health Nurse Department of Education			
Willingness to Participate in Mural Project: Yes			
Date of Scoping Consultation: 29.10.2024			
Additional Comments: Scoping report can be found here: Values-Based Messaging Mural in Schools Scoping Report - 2024.docx (internal link – document available upon request)			
3.4 (a) Collaborate with Youth Ambassadors to create a vaping prevention and education toolkit.			Status: Achieved
Target: Deliver at least one co-designed youth-led vaping prevention strategy with Yarra Ranges Council Youth Team and community recruits.			
Results: Educational Resources Developed: Student resource booklet and educational session with accompanying presentation and guide for teachers Consultation with Youth Ambassadors and Yarra Ranges Council Youth Team: An official resource for our target audience of Year 5 and 6 students was released by Quit in January 2025, negating the need to engage in this process. As our team had partially created resources prior to the announcement from Quit, we finalised them so that they can supplement the resources from Quit. Date Delivered: EH resource finalised in January 2025			
Additional Comments: Resources can be found here: Vaping Resources Booklet Schools			
3.4 (b) Distribute the toolkit to schools and provide training on its implementation.			Status: Achieved
Target: At least two schools to provide training on the implementation of the toolkit.			
Results: School 1: Yarra Glen Primary School Date Implemented: 12.06.2025 100% of students found the resource valuable. 93% of students gained new insights into vaping and its harms.			
		School 2: Woori Yallock Primary School Date Implemented: 23.06.2025 and 25.06.2025 71% of students found the resource valuable. 88% of students gained new insights into vaping and its harms.	
Additional Comments:			
3.5 (a) Support the implementation of liquor accords in licensed venues.			Status: Achieved
Target: At least two licensed venues reached with harm reduction recommendations.			
Results: Location/Setting 1: Alpine Retreat Recommendation: Promote non-alcoholic alternatives Date Implemented: 19.05.2025 - 01.06.2025			
		Location/Setting 2: Launching Place Home Hotel Recommendation: Promote non-alcoholic alternatives Date Implemented: 19.05.2025 - 01.06.2025	
Additional Comments: Liquor Accord recommendations can be found here: Liquor Accord Recommendations.docx (internal link – document available upon request)			
3.6 (a) Develop and disseminate values-based messaging resources in various settings.			Status: Achieved
Target: At least one setting to have implemented values-based messaging. At least two settings increase the sale of non-alcoholic drinks.			
Results: Values-based Messaging Location/Settings: Launching Place Home Hotel and Alpine Retreat Implemented Message: Non-alcoholic drink promotion Date Implemented: 19.05.2025 - 01.06.2025			
		Non-alcoholic drinks Location/Setting 1: Alpine Retreat Increase: Sales of non-alcoholic drinks doubled over the period of both values-based messaging and health-based messaging. The sales decreased again after promotion. Date: 19.05.2025 - 01.06.2025	
		Non-alcoholic drinks Location/Setting 2: Launching Place Home Hotel Increase: During the promotional period sales of non-alcoholic drinks did not change, however the week after the promotion ended sales of non-alcoholic drinks tripled. Date: 19.05.2025 - 01.06.2025	
Additional Comments: The findings show that the promotional period overall was associated with a significant increase in non-alcoholic drink sales compared to baseline. However, there was no statistically significant difference between the effects of values-based messaging (VBM) and health-based messaging (HBM). This suggests that while promotions are effective, the specific message did not significantly alter consumer uptake. Comparative analysis of non-alcoholic drink promotion can be found here: Increasing the Uptake of Non-Alcoholic Drink Alternatives in The Yarra Ranges - Comparative Analysis 2024.docx (internal link – document available upon request)			
3.6 (b) Collaborate with venues to increase the availability and promotion of non-alcoholic drinks.			Status: Achieved
Target: At least two venues collaborated on the availability and promotion of non-alcoholic drinks. At least two resources were created.			
Results:			
Availability and Promotion Location/Setting 1: Launching Place Home Hotel % Increase in sales (units): 0% change during promotion, 200% one week after promotion. Date: 19.05.2025 - 01.06.2025	Availability and Promotion Location/Setting 2: Alpine Retreat % Increase in sales (units): 100% during promotion. Date: 19.05.2025 - 01.06.2025	Resource 1: Health risk informed promotional flyer Date Created: May 2025 Implementing Venue/s: Launching Place Home Hotel and Alpine Retreat	Resource 2: Values informed promotional flyer Date Created: May 2025 Implementing Venue/s: Launching Place Home Hotel and Alpine Retreat

Additional Comments: Comparative analysis of non-alcoholic drink promotion can be found here: [Increasing the Uptake of Non-Alcoholic Drink Alternatives in The Yarra Ranges - Comparative Analysis 2024.docx](#) (internal link – document available upon request)

Priority Area 4 - Building Resilient, Respectful, and Inclusive Communities			
2024 - 2025 Change Statements:			
4.1 The Health Promotion Team increase awareness of gender equality and preventing violence against women.			
4.2 The Health Promotion Team supports the improvement of the social and emotional wellbeing of children and families in the Yarra Ranges.			
4.3 The Health Promotion Team engages and informs local school principals on key health promotion initiatives and strategies to improve student wellbeing.			
4.1 (a) 16 Days of Activism.			Status: Achieved
Target: At least three settings/services participate in the 16 Days of Activism Against Gender Based Violence campaign.			
Results:			
Location/Setting 1: Healesville High School Campaign: Green Flags Date: 25.11.2024 - 10.12.2024	Location/Setting 2: Yarra Hills - Mooroolbark Campaign: Green Flags Date: 25.11.2024 - 10.12.2024	Location/Setting 3: Yarra Hills - Mt Evelyn Campaign: Green Flags Date: 25.11.2024 - 10.12.2024	Location/Setting 4: EH Campaign: Viva Exchange Posts Post 1 - Man Box 30.11.2024 Post 2 - Green Flags 09.12.2024
Additional Comments: Relationship Green Flags – We asked students to celebrate what works in all your relationships - whether they be romantic, with family, friends or colleagues. These "green flags" are the things you seek out in an ideal relationship. We created a wall of green flags in a prominent area of the school, such as in the library or school hall, and encouraged every student to pin their own relationship must have to the collection.			
4.1 (b) Scope the delivery of Baby Makes 3 at EH.			Status: Achieved
Target: Develop a needs assessment report on the delivery of Baby Makes 3 at EH.			
Results:			
Number of Stakeholders Consulted: 3 Needs Assessment Finding 1: Key internal and external stakeholders support the delivery of Baby Makes 3 at EH. Needs Assessment Finding 2: The Health Promotion team will continue to champion the implementation of Baby Makes 3 at EH.			
Additional Comments: Needs assessment can be found here: Baby Makes 3 Needs Assessment - 2024.docx (internal link – document available upon request)			
4.2 (a) Actively participate in the Upper Yarra Partnership, employing a place-based approach and co-design principles that enhances the social and emotional wellbeing of children and families in the Upper Yarra.			Status: Achieved
Target: Develop content for delivery to families and children about social and emotional wellbeing in the Yarra Ranges.			
Results:			
Key projects as part of the Upper Yarra Partnership this year have been the design and implementation of the Listen to Learn family engagements. This project came out of the Upper Yarra Sharing Day, where partners agreed to focus on one system change area to action in 2024 'Initiatives driven and co-designed by children and families' as well as test our Theory of Change. The aim of the project was for professionals to listen, and learn from, families and carers of young children (0-6) about their experiences and insights of what helps children have the social and emotional wellbeing they need to thrive. The partnership identified the following areas they wanted to listen and learn from families: 1. Social and Emotional Wellbeing for children 2. Social Connection for families 3. Experiences of Early Intervention (accessing services) The partnership worked together to co-develop and agree on a child and family engagement guide outlining ethics, privacy and consent, remuneration and scope of the engagement project. The Health Promotion Team then undertook 30 brief engagement surveys and 5 in-depth interviews with parents living in the Upper Yarra.			
Additional Comments: The next phase is to co-design interventions for families living in the Upper Yarra based on what they said.			
4.2 (b) Scope the delivery of an Early Years Network across the Yarra Ranges to offer regular opportunities for early childhood teachers to connect, collaborate and share professional insights and best practice.			Status: Achieved
Target: Eight or more EY Centres consulted.			
Results:			
Initial consultation with the Department of Education and Yarra Ranges Council identified several opportunities to become more actively involved in existing networks, such as the CALD Network, and the Best Start Network. Feedback from external stakeholders suggested that early childhood teachers already have opportunities to connect and adding another network might not be the best way to support this setting as the workforce experiences limitations on time and resources to attend more network meetings. As another network was not needed, the team signed up as executive members of the Yarra Ranges Best Start Network in January 2025 and have attended all available meetings.			
Additional Comments:			
4.3 (a) Host a Principles Breakfast for Schools in Yarra Ranges to promote health promotion programs.			Status: Achieved
Target: At least 15 principals (or equivalent school staff) attend an event to promote health promotion campaigns. At least 50% of attendees are interested in increasing partnership with our health promotion team.			
Results:			
Event Date: 13.02.2025 Number of Attendees: 17			

% of Attendees Interested in HP Partnership: 100%

Additional Comments: Feedback from event attendees can be found here: [Yarra Ranges Schools Wellbeing Breakfast Feedback](#) (*internal link – feedback results available upon request*)

Learning and Insights from the 2024 - 2025 Plan

What went well?

- Most planned strategies across all four priority areas were achieved, despite staffing changes.
- Projects like This Girl Can, Healthy Eating Education, and Listen to Learn saw high participation and positive feedback.
- Collaborations with schools, councils, and community organisations (e.g., Yarra Ranges Council, Outer East Football Netball League, Inspiro, ADRA) enhanced reach and impact.
- Initiatives like the Community Kitchen Pilot, Fitness Passport, and Values-Based Messaging were well-received and showed promising results.
- Comprehensive audits and assessments (e.g., Healthy Food Basket, junk food advertising audits) provided strong evidence for policy advocacy.

What did not go well?

- Staffing changes led to a temporary drop in capacity from November 2024 to June 2025, delaying or postponing some strategies.
- Budget limitations impacted signage updates for smoke-free policies and may have limited broader campaign visibility.
- Engagement with catering companies was challenging for the Catering for Good Directory initiative.

What could we do differently next year?

- Build flexibility into project timelines to accommodate staffing changes or unexpected delays.
- Expand co-design efforts, especially in early intervention and wellbeing projects, to ensure solutions are community-led.
- Focus on scaling successful pilots and programs and refining underperforming programs.
- Plan and structure student involvement more intentionally. Some projects in 2024–2025 were not initially designed as student-led or student-supported, which limited their potential for learning and contribution. Aligning student projects with strategic goals from the outset could improve outcomes and efficiency.