



preventionEAST.lab

## Becoming Australia's Healthiest Region

### Market of Ideas Forum

Deakin University, Burwood Campus, 221 Burwood Highway

Wednesday 11 December 2019  
11.30am-3.15pm



1.

**preventionEAST.lab**

**Introduction/Update**

## Lab Objectives?

### To develop a regional Prevention Platform

- **Build on enthusiasm for change in Melbourne's East, to the system challenge of obesity/overweight**
- **Co-design the next phase of our leadership journey, to unite/align in common intent on system levers for change**
- **Identify “value” to capture/share in future with investors and others**
- **Shape investible prevention platform for the East**

## Today's Objectives?

- **Bring Lab's feeling, thinking, action to broader audience**
- **Build and strengthen Lab leadership team**
- **Reflect on insights and learning, inc. learning journeys**
- **Finalise inputs to East's investible prevention platform, for our region as healthiest in Australia**

# Your Health Futures Australia Team

01

WWW.HEALTHFUTURESAUSTRALIA.ORG

#riseprevention



**Jon Anstey**  
Social/Financial Markets Principal  
Board Secretary



**Dr Shelley Bowen**  
Managing Director



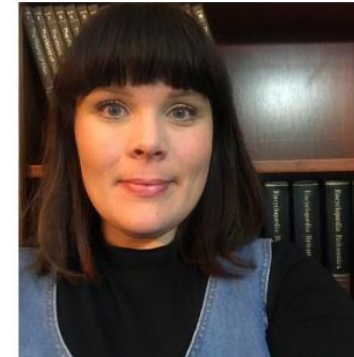
**Tanya Hetherington**  
Project Officer



**Rebecca Johanson**  
Board Director



**Prof Rob Moodie OAM**  
Board Chair



**Kate Weadon**  
Social Innovator - Digital  
& Creative







## Our approach today



**Tell me and I will forget,  
Show me and I may remember  
Involve me and I will learn.**

**- Benjamin Franklin**

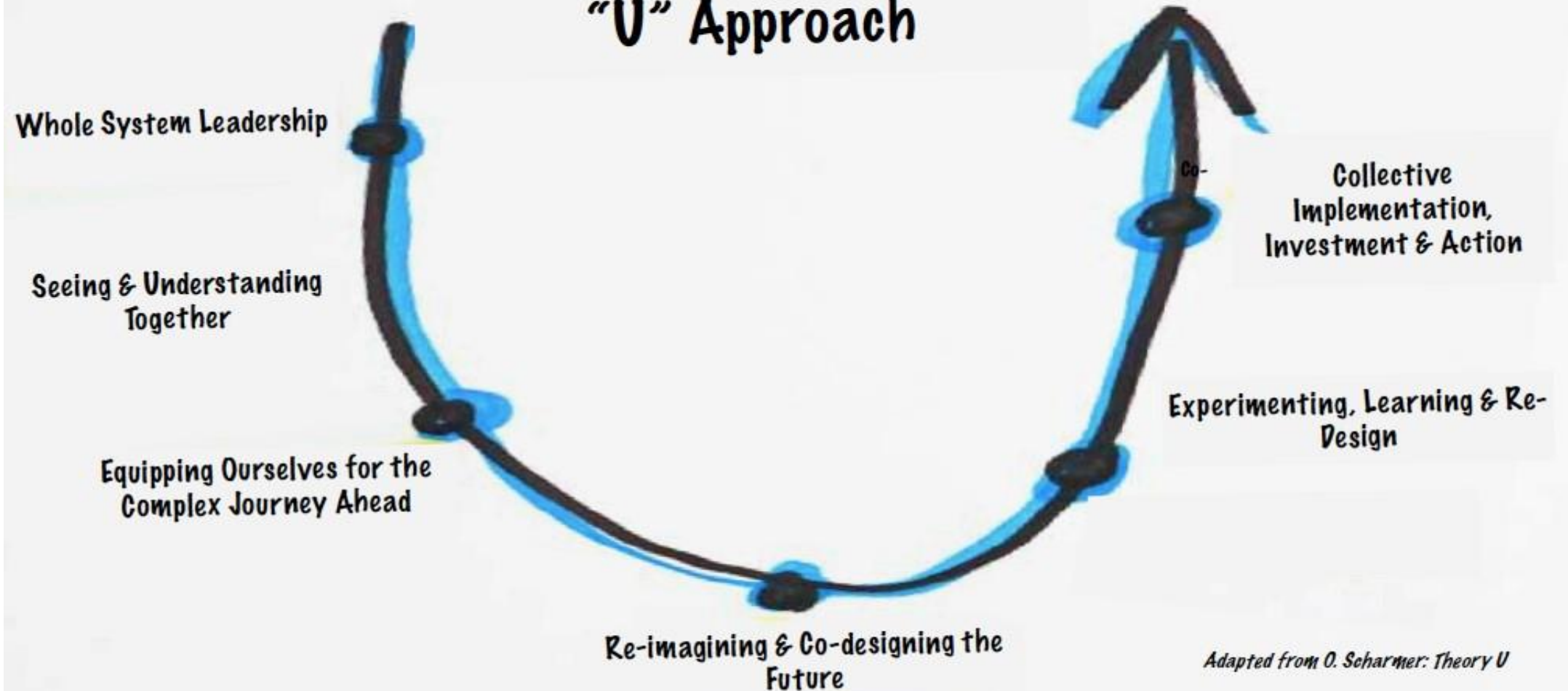
# Our Journey

- Lab Stage 1 – obesity/overweight
- Lab Stage 2 – health/wellbeing
  - Dialogue interviews
  - Core team
  - Lab 22 Oct
  - Learning journeys
  - Dinner 13 Nov
  - Summit/Forum 11 Dec
  - Platform





## Health Futures Australia “U” Approach



*Adapted from O. Scharmer: Theory U*





# Emergent Themes

- Community social finance, given cost/benefit economics (eg. Bendigo Bank, Rotary)
- System leadership (eg. Eastern Health, Carrington Health)
- Youth wellbeing/resilience (eg. SALT, Education Dep, Hills)
- University leadership (eg. Deakin, Monash)
- Government contracting (eg. LGAs, VicRoads)
- People/human-centred social connectedness (eg. Yarra Valley Water, Thriving Communities, Gawler Foundation, Belgravia Leisure, YMCA, Bluecross, Body Image)

# PRESENCE



**“I will be with you in spirit. I will remain by my wife’s side in the last days of pregnancy.”**

**“Please send my deep support to the other lunatics who will change the world.”**

**“I am very keen to join you all...in any way I can going forward.”**

**“Please save my seat at the table.”**



**2.**

**Leader  
Dialogue  
Panel**

**Leadership Required to Become  
Australia's Healthiest Region**

**3.**

## **Platform Orientation**

**Platform Required to Become  
Australia's Healthiest Region**



Purpose & Direction

Stewardship Council

Partners &  
Stakeholders

Platform Core Team

Strategic Leadership  
& Guidance

Resourcing &  
Financing

Intervening  
Methodologies

Capability  
Building

Alignment &  
Symbiosis

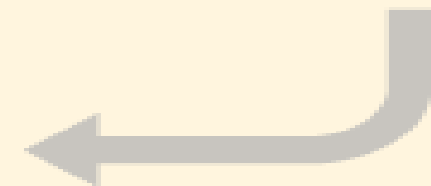
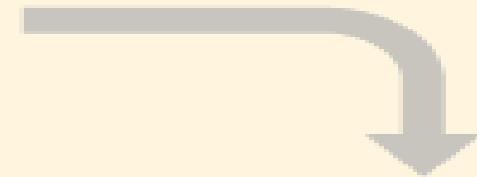
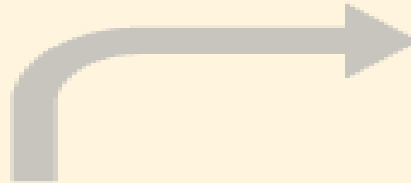
Systemic  
Learning &  
Understanding

Evaluating,  
Measuring &  
Monitoring

Portfolio Management  
(systemic Initiatives)

Innovation  
& Ideas  
Incubation

Driving,  
Mobilising &  
Taking Action



# Inner and Outer East 2019: Leverage Points in System

## Leadership

Organisations working together, not in isolation or as silos

Organisations being connected to community to understand and deliver what is needed

Coordination of prevention measures

Aligning our priorities for collective impact

An authorising body to coordinate organisations to work together systematically with a common agenda

## Political Interest

The funding available for prevention, whether at a local, state or federal level, is wholly inadequate

Governments are not seeing the big picture; sustainability, sustainable development, climate change

The State Government has no local presence. Councils have limited resources and authority

There has to be a level of authority and funding from the State Government

The system doesn't work together. The different levels of government means there is no systematic or coordinated approach to prevention or health promotion

## Values

We've all got to take responsibility for this, and change the way we think, change our language

Standing up to something or someone, for what you believe in

Seeing that the problem is not just someone else's or the government's responsibility

## Community

Try to get people to grow their own food and share it, buy from local food markets

Create a legacy of empowered communities taking ownership

Work with the view of creating a whole-of-community approach.

Work with people in communities and help them to develop problem-solving skills. But expect it to take time.

Sporting clubs are not just about playing sport. They are about creating a community. People won't want to let go of that

## Social and Cultural Influences

We spend so much time sitting down, in front of devices

Health should be prioritised in a social sense; infrastructure, urban development,

The fabric of the community is fundamentally changing. People are losing their connection to community

As the cost of living rises, people are working more. We are all so busy and time poor

## Young People

Educating kids so they understand they can drive change

Keeping kids, particularly girls, in sporting clubs as they get older

Getting kids involved in growing, and learning about food sustainability

Kids are the future. We don't want to leave them with this legacy

Decrease in advertising of unhealthy foods that kids see

## Framing

Create a culture of self-love and respect where people want their best healthiest selves

Fitness environments should be focused on good health, not looks

Marketing and advertising is all about making us feel bad about ourselves so that we'll buy their product

We are told it's easy. Energy in – energy out. But it's not that simple; it's complex.

Stop shaming bigger bodies and creating stigma and poor body image



# Question: System Leverage Points

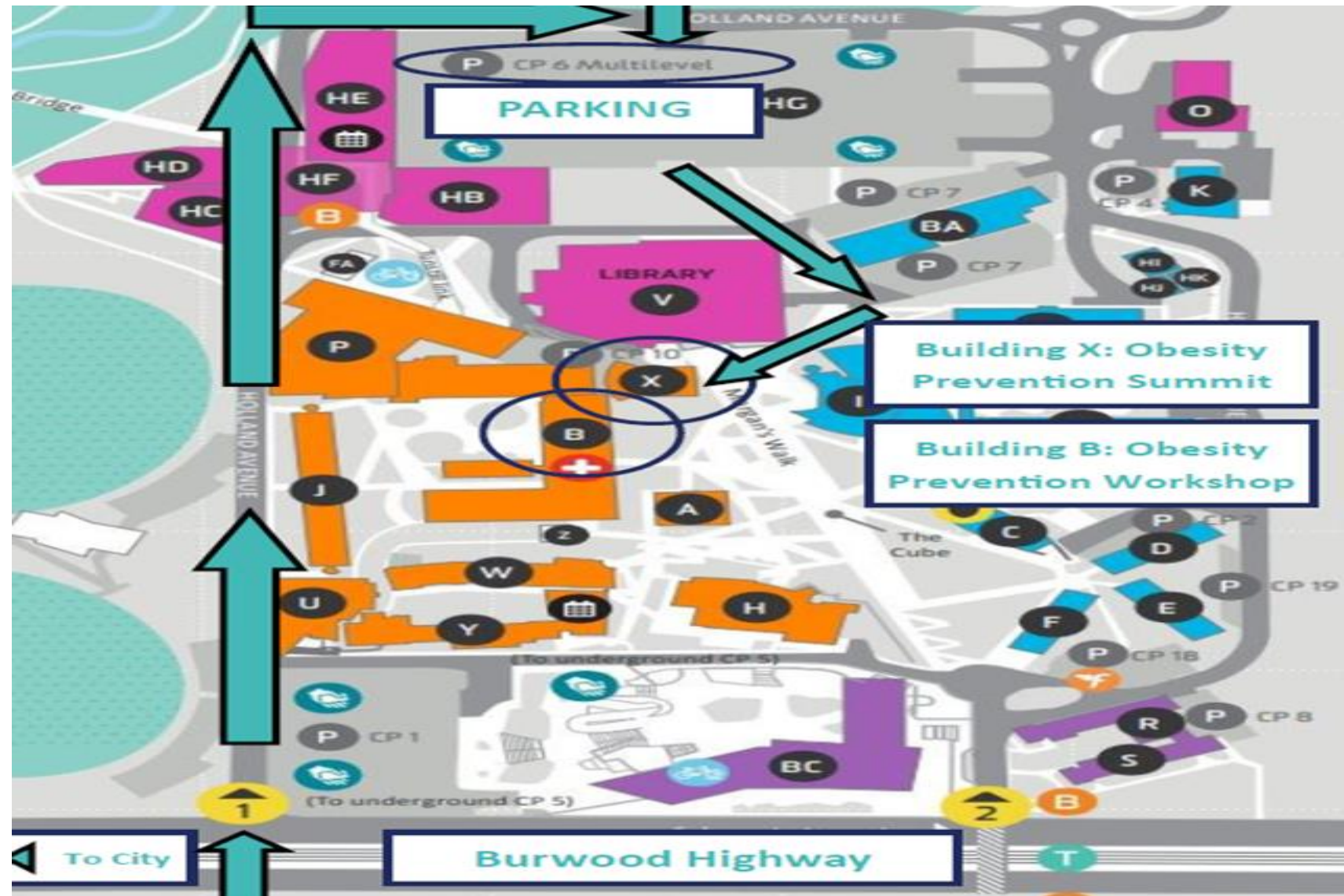
- **Leadership**
- **Community**
- **Young people**
- **Social/cultural influences**
- **Values**
- **Framing**
- **Political interest**

4.

Lunch  
12.30-1.15pm

Move to

Building B  
Level 2  
Room B2:23



**5.**

**World Café**

**Market of Perspectives/Insights**



## Paired reflections:

- What insights did you glean?
- What surprised you?
- What next for you?

**6.**

## **The Future Backwards**

A shared understanding of what the future could be – our hopes, fears, patterns

**Australia's Healthiest Region:  
What Does It Look Like?**

**7.**

**Platform for System Change**

**What Does It Look Like?**



Purpose & Direction

Why? Investible future

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Stakeholders

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How? Platform

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What? Systemic levers

Driving,  
Mobilising &  
Taking Action

**8.**

**Sum Up**

**Next Steps**

**Close**

**End**



## Future Investment Proposition for East

- Costs to avoid
  - LGAs
- Benefit: Cost ratio of prevention interventions
  - 5.6 (OECD 2019)

Regional financing  
roundtable =  
crystallise 2025 target  
pledge

Target?:

- To reduce population weight by 5% by 2025

Measures?:

- 10% reduction SSBs
- 5% increase physical activity
- 5% increase healthy eating

Funded items examples:

- LGA place-based efforts
- Community leadership strategy
- Healthy living programs
- Community building/movement campaign
- Social marketing campaign
- Health promotion at scale e.g. supermarkets



***“Working with people in communities and helping them, develop problem-solving skills...”***

***“There is a desire to see the way some of this work is funded, to be changed and I think leadership in the community health space has probably not been as strong as some would like as well. Which is an opportunity”***

***“Public transport, it's got to become a true alternative to the car and it's not quite there yet.”***

***“Advertising, advertising, advertising. Whether it's Maccas or any of those take-away food companies, investing huge amounts of money.”***

***“When you look at our demographics and socio economic status, we have pockets of hardship, but I think those are often forgotten..”***

***“I'm suffering from the consequences of not doing things. I can see it so clearly now what I should've done. But I'm probably my own worst enemy still. I still drink bottled sugarless drinks just to get the taste. I'm probably classic of 95%, if not more, of the population that just don't do enough about it. Somehow, we've got to try and change that.”***

***“walkability is key to community health and sustainability and yet we have fundamentally failed at that with our planning over the last 30 years.”***

***“I work in the city now. So my personal choices is, I have to get up at 4:30 to go to the gym, because I'm going to sit in the car for at least three hours a day.”***

## Proposed Objectives 2019

1. Build a cohort of engaged leaders and active change agents, unlock their leadership capability in systems change for wellbeing
2. CODESIGN, INCUBATE and host INNOVATION to UNITE for collective advocacy and connect with other networks...to strengthen and extend the reach of IMPACTS on the obesogenic environment
3. INSPIRE and ENGAGE community leaders to build momentum on health and wellbeing action
4. UNLOCK FUNDING - scope potential funders and investors, design a sustainability platform

*“For any good change to take effect, you kind of need the burning platform.”*

*“Ultimately if we want to see change we’ve got to be ready to take some risks.”*

*“An opportunity is partnering with the council... this could be our food and activity region”*



# Possible Investment Prototypes

- **Emerging examples**
  - **Central Highlands = mutual health provider partnership**
  - **Melbourne SE**
    - **Better developments = reduced insurance premia**
    - **Rate cap “headspace” = increased council investment**
    - **Federal government partnership = co-funding at scale**
- **Prototypable ideas**
  - **Melbourne East**
    - **Bank/Rotary investment platform**
    - **Eastern Health private partner value proposition**
    - **Gawler/SALT scaling**