

**TARGET:**  
**To increase Healthy Eating and Active Living by 5% by 2025**  
 (from 2011 levels)



## What is Healthy Greater Bendigo?

Healthy Greater Bendigo is a partnership of local organisations, groups and individuals that want our community to be healthy and well.

Together we prevent chronic disease and create healthy and resilient communities. We do this by addressing the systems, structures and environments that impact our wellbeing.

Our goal is to make it easy and normal to eat well and move more.

### Our guiding principles



Apply an equity lens



Build a cross-sector and community movement



Create a culture of action, reflection and adaptation



Cultivate leaders at every level



Focus on whole system transformation



Value all perspectives and contributions

## The Healthy Greater Bendigo Approach

To achieve the long-term sustainable population health improvements we need to increase the:

### BREADTH OF INVOLVEMENT

More people, organisations, sectors playing their part.

### INTEGRATION OF OUR EFFORTS

Awareness and alignment of efforts, relationships and partnerships among leaders.

### EFFECTIVENESS OF OUR EFFORTS

Sustainability, scale and systems impact of our efforts.

### Why this approach?

- The critical levers for change sit outside the control of the health sector
- Healthy communities are everybody's business
- Our objectives can align with other groups' agendas and motivations
- A focus on these topics can help address a range of issues
- There's already so much happening – let's celebrate it!
- There's already so much knowledge – let's share it!
- There are already heaps of people involved – let's connect!
- Business as usual is not creating the change we need
- A systems approach, with changes to the structures and environments that make it easy and normal to eat well and move more can make long-term sustainable change at a scale

### How do we achieve this?



#### CHAMPION THE MOVEMENT

Encourage more people, groups, organisations, sectors to make change within their sphere of influence.



#### DO IT TOGETHER

Share and celebrate our efforts and those of others', build relationships and alliances, advocate together, align and coordinate our efforts and partner where appropriate.



#### FOCUS ON THE SYSTEM

Learn about and reorient our efforts towards system prevention activities at scale, focusing on shifting the conditions that hold the problems in place.

### Why eat well and move more?



HEALTHY BODIES



HEALTHY MINDS



HEALTHY CLIMATE & ENVIRONMENT



HEALTHY LOCAL ECONOMY

#### BENEFITS OF HEALTHY EATING AND ACTIVE LIVING INCLUDE:

Living a longer life, with a better quality of life

##### Improved:

- Heart health
- Energy and strength

##### Reduced:

- Diabetes and cancers
- Overweight and obesity

Living a happier, more connected life

##### Improved:

- Mood and sleep
- Concentration

##### Reduced:

- Anxiety and depression
- Loneliness

Living a more sustainable life

##### Improved:

- Air, water and soil quality
- Food security

##### Reduced:

- Climate pollution
- Waste

Living in a thriving local community

##### Increased:

- Demand for fresh, local produce
- Workforce productivity

##### Reduced:

- Traffic congestion
- Health care costs

A HEALTHY GREATER BENDIGO...

### How does the backbone team support this?

Highlight the roles others can play and bring new partners to the table.

Facilitate and support relationships, create opportunities to learn, share, advocate and work together.

Focus on and support increased capacity to impact the six conditions of systems change: policies, practices, resource flows, relationships and connections, power dynamics and mental models.