

***Streets Ahead* Albion and Ardeer: Health promotion through community-building**



Elyse Rider

Brimbank City Council

Streets Ahead

- Aims to: enable and encourage children to become more active in their neighbourhoods through independent mobility and active transport
- VicHealth funded initiative in 6 municipalities for a 3 year period, 2008 – 2011
- Streets Ahead works towards:
 - Independence
 - Neighbourhood reclamation
 - Child-friendly cultures
 - A social model of health

Albion and Ardeer Community

Size

- Small population of approximately 6000
- 4 neighbourhood schools (90- 200 students)
- Contained area under 3km sq

Diversity

- Nearly 1/2 born overseas
- Over 1/3 from a non-English speaking background
- Significant CALD groups: Vietnamese, Indian, Eastern-European, emerging African communities

Low Socio-Economic Status

- SEFIA index of relative socio-economic disadvantage:
 - Albion 891
 - Ardeer 882
 - Only 3.11% of the Melbourne region scores less than 950
 - Growing middle-class

Potential

- Proximity to Kororoit Creek and parkland
- Built environment and infrastructure conducive to active transport
- Development plans for the future
- Active community members and cultural vibrancy

Health promotion through community-building

- An opportunity for schools, clubs, groups and the wider community
- The project as a catalyst for community networking
- Linking project goals to community defined needs and initiatives
- Facilitating the independence of the Neighbourhood Action Group
- A targeted approach to hard to reach sectors of the community

Creating a sense of opportunity

Whole of community mail-out and consultation meeting

- Broad based community vision



- Approaching schools

- School defined needs and working in the gaps
- Project continuity

- Clubs and community groups

- Building capacity and connecting the clubs with the wider community

Community networking

Fostering sustainable relationships between:

- Schools
- Schools and clubs
- Schools and their CALD community
- Community groups, clubs and organisations
- Community members who are interested building a child-friendly and active neighbourhood

Linking to community defined needs and initiatives

Integrating active transport and independent children's mobility into:

- The vision and plans of the Neighbourhood Action Group
- The neighbourhood festival
- Sports initiatives
- School issues and programs

Facilitating independence

Neighbourhood Action Group

- Community Strengthening Grant
- Event partnership: sense of ownership for the group
- *Streets Ahead* as one component of the group's agenda and purpose
- Long term thinking and planning in relation to local community facilities and the community vision for a child-friendly neighbourhood

Hard to reach sectors of the community

- Neighbourhood Action Groups: class and cultural barriers
- CALD communities: Vietnamese Engagement
 - Tailored consultation
 - Follow-on project
 - Potential introduction of groups
 - Model for other CALD groups within the community

Thank you

Elyse Rider

Streets Ahead Officer

Brimbank City Council

elyser@brimbank.vic.gov.au

9249 4938