

TOPIC #1 - Health Needs Assessment Immunisations - Children, Influenza and COVID

<p>KEY INFORMATION</p>	<p>GCPHN provided an overview on immunisation rates in the Gold Coast region which are below the Queensland and National averages.</p> <p>To inform the GCPHN and Gold Coast Health needs assessments, CAC were asked for feedback on barriers to childhood, influenza and COVID immunisations in the Gold Coast region.</p>
<p>BARRIERS</p>	<p>“Bad press, group thinking, paranoia, general distrust of Government.”</p> <p>“Misinformation and a lack of understanding of the need for vaccination”</p> <p>“Unsure if I am eligible or if it is recommended”</p> <p>“Lack of information- I was unaware of the impacts of influenza”</p> <p>“People blaming the COVID vaccination for current health issues is concerning”</p> <p>“The vaccine is free, but I still have to pay to see the GP”</p> <p>“Thought that immunisations were for children and older people”</p>
<p>OPPORTUNITIES AND RECOMMENDATIONS</p>	<p>CAC members told us that the following would assist them in seeking immunisations for themselves and their families:</p> <ul style="list-style-type: none"> • Education campaign on the seriousness of the influenza side effects. • Focus messaging on “It’s not for you, it’s for the community/loved ones” • Use a personal story - highlighting why immunisations are important • Education - COVID and influenza immunisations can be administered at the same time • Awareness activity targeted at younger people • Encourage people to talk to their doctor about COVID boosters while having a flu vaccination.
<p>NEXT STEPS</p>	<p>Insights gathered through the discussion with the CAC will be used to inform the development of the Regional Health Needs Assessment. It will also support GCPHN's ongoing commitment to improving immunisation rates across the general community, and in particular vulnerable populations.</p>

85%



of CAC members learnt something new from the meeting

Children fully immunised nationally and in the Gold Coast Region in 2023

1 year-olds



93.3% nationally
89% Gold Coast

2 year-olds



91.2% nationally
88.4% Gold Coast

5 year-olds



94% nationally
90.4% Gold Coast

<p>KEY INFORMATION</p>	<p>Social prescribing is a non-clinical, patient directed and sustainable approach to people’s health and wellbeing by connecting people to community activities, groups and supports.</p> <p>The GCPHN presented information on the importance of social connections and the benefits of social prescribing for patients:</p> <ul style="list-style-type: none"> • improved health and wellbeing and quality of life • reduced health service utilisation - improved ability to self-care • reduced loneliness and increased sense of community • improved motivation, confidence and willingness to engage socially
<p>BARRIERS IDENTIFIED BY CAC MEMBERS</p>	<p>“Although I’m busy, I’m lonely”</p> <p>“Some people will be too shy to start a new activity on their own”</p> <p>“For people feeling very lonely, it would be insurmountable requiring a third party to assist with the social connection”</p> <p>“Low self-esteem can make it very difficult for people to engage with a new group of people”</p> <p>“Without a warm introduction, people lacking confidence would struggle to find and attend a new activity and group of people”</p> <p>“As their children age, mothers lack social opportunities”</p> <p>“Social prescribing could be a great solution for retirees that use the GP as a social outing and someone to talk too”</p> <p>“How will people be identified and referred?”</p>
<p>OPPORTUNITIES AND RECOMMENDATIONS</p>	<p>Participants will have the opportunity to meet people with similar goals and experiences.</p> <p>Recommend a third party to assist with finding community groups and assist in making first connection.</p> <p>Early intervention through timely referrals via a link worker to community activities assisting patients to build social connections.</p> <p>Link workers would require information on community activities with reputable and suitably qualified instructors.</p>
<p>NEXT STEPS</p>	<p>Feedback from the CAC was provided to the GCPHN’s Commissioning team to inform future opportunities.</p>

“Social connection influences an individual’s educational attainment, workplace satisfaction, economic prosperity, and overall feelings of wellbeing and life fulfillment.”

KEY INFORMATION

62.1%

of participants find the social connections the most valuable & rewarding part of participating in the Active & Healthy program

City of Gold Coast's latest 'Have your Say' survey results

The City of Gold Coast's Active and Healthy Program delivers more than 300 community-based, low-cost and localised classes every week. The wellbeing program offers modified activities to suit various levels of ability addressing chronic disease and mobility concerns.

The City of Gold Coast's Active and Healthy instructors are a large team of qualified passionate professionals that are:

- qualified and hold First Aid, CPR and Mental Health First Aid certifications
- experienced
- insured and
- community minded

BARRIERS IDENTIFIED BY CAC MEMBERS

"I didn't know that the activities were not just for older people"

"What do the classes look like and is it like walking into a gym?"

"I'm not very athletic and don't feel comfortable joining a group of strangers"

"I'd love to learn how to swim, but the class times don't work for me"

"There are so many activities that I was unaware of"

"Would be great if my GP knew about the Active and Healthy Program; could have been a more affordable alternative to my rehabilitation"

OPPORTUNITIES AND RECOMMENDATIONS

Creating awareness amongst primary care providers including general practitioners and allied health professionals.

Review promotional imagery to represent younger 'real people'.

Increase social media presence.

Encourage participants to "bring a friend" and/or champion the Wellbeing Program.

NEXT STEPS

- CAC Feedback was provided to the Active and Healthy Program Lead, City of Gold Coast.
- GCPHN will promote Active and Healthy Program to general practices through usual communications and engagement events.
- GCPHN will consider collaboration with the Active and Healthy Program for potential future funding opportunities for social prescribing.



100%

OF CAC MEMBERS HAD SUFFICIENT OPPORTUNITY TO HAVE THEIR SAY