

Pilot Heatwave Response in Hobsons Bay

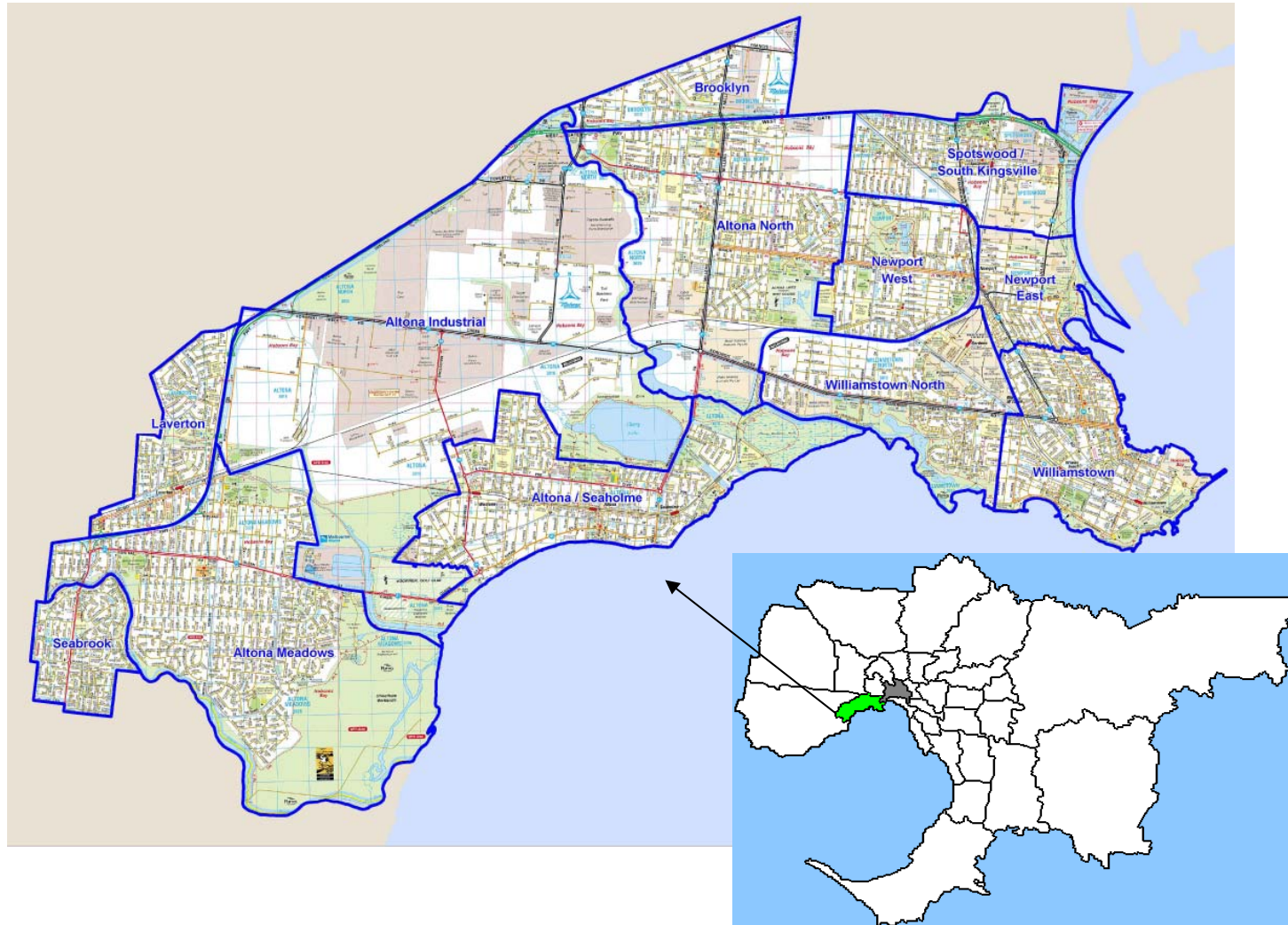


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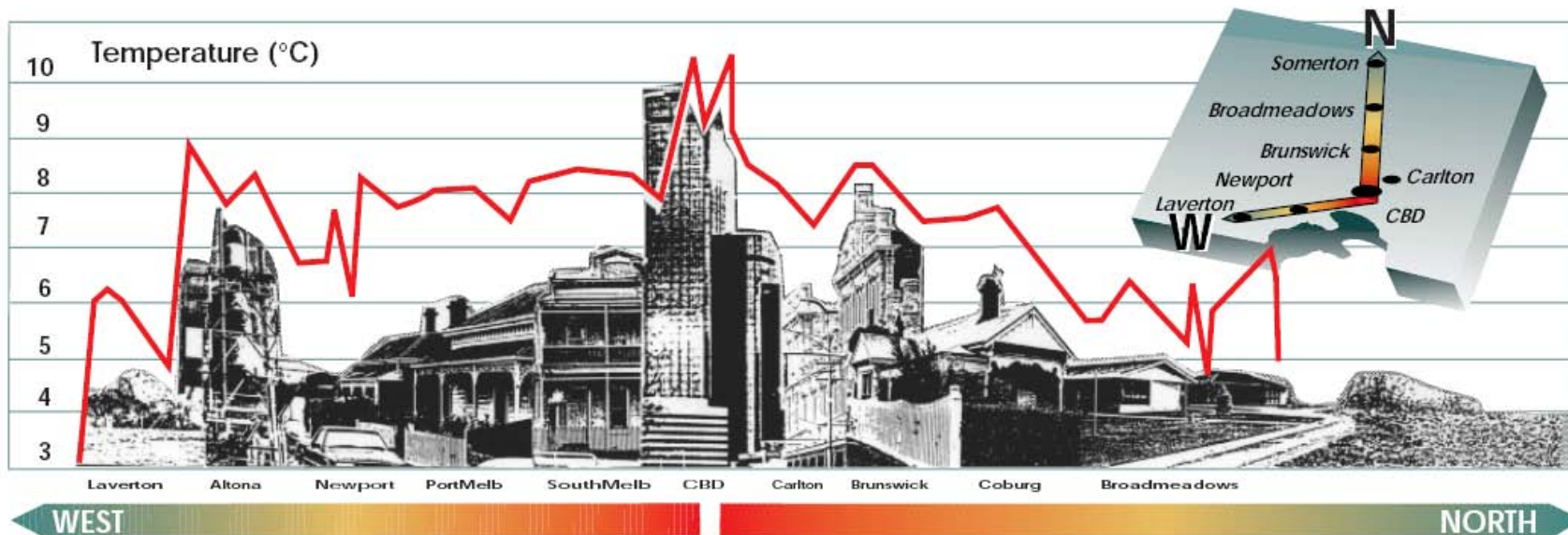
Where is Hobsons Bay?



Hobsons Bay
CITY COUNCIL



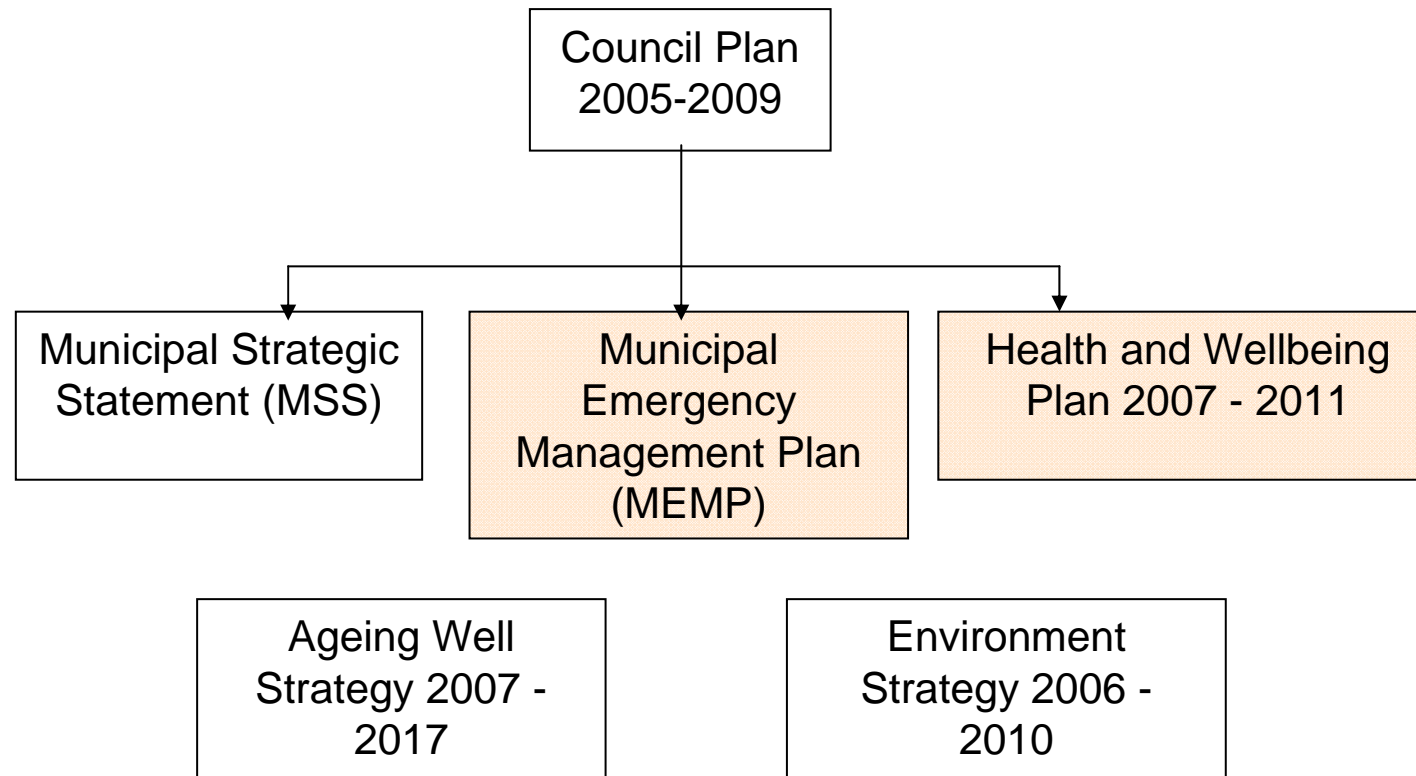
The Climate in Hobsons Bay: Not Planning for 'Business as Usual'



The urban heat island is obvious in this study of Melbourne temperatures on a calm, clear winter night.
Reproduced with permission from 'The Age' (c1992 'The Age')

Source: http://www.bom.gov.au/info/leaflets/urban_design.pdf

Council's Planning Framework



Target Groups



Based on community profile, demographics & natural characteristics of Hobsons Bay, our pilot heatwave response targeted two vulnerable groups:

- Socially isolated frail aged; and
- Beachgoers to Altona and Williamstown beaches.



Hobsons Bay Resident



Williamstown Beach

Development Process



- Working group
- Steering Committee
- Literature Review / Research

“Targeted outreach is critical to reaching the socially isolated” (Bernard, S.M et al, 2004)

- Raise Awareness of heatwave on Council committees
- Community Consultations (performed by Jenny Ashby & Assoc.)
- Consultation with council staff
- Consultations with key external organisations
- Draft Response Plan developed

Approval Process



- Steering Committee
- MOU with Red Cross
- Presented to MEMPC for agreement to trial response
- Report to Corporate Management Team
- Not yet formally adopted by Council at this stage.
- Evaluation / Review to be conducted in May / June 09.

Community Consultations



The following groups and organisations were among those consulted:

- Planned Activity Groups;
- Council's Volunteer Meals on Wheels drivers;
- Council's Direct Care Workers
- Home Care Clients
- Community Health Centre – Aged Care Team
- Team Leader, Older Persons High Rise Program (Floyd Lodge, Williamstown)
- Williamstown Surf Life Saving Club
- St John's Ambulance
- Volunteer Coast Guard Association
- Public via street interviews: Pier St, Altona

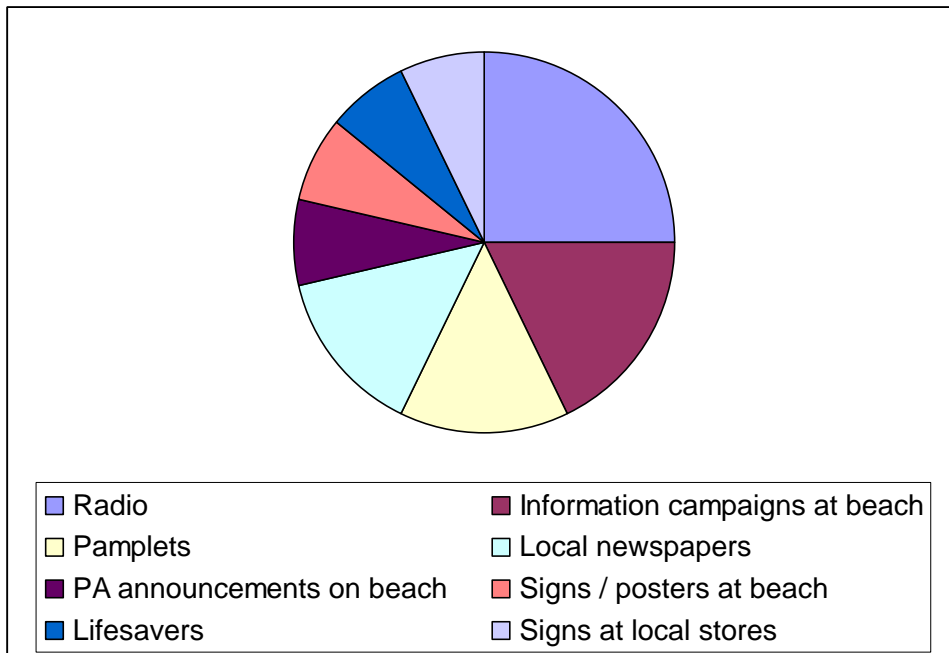
Consultation Methods & Questions



- ❖ Focus groups
- ❖ Telephone interviews
- ❖ In person interviews
- ❖ Street interviews
- ❖ Surveys

1. What is their current behaviour during extended periods of hot weather?
2. How do people get their information?
3. What do they think Council can do?

Key Outcomes: Communication to Beachgoers



Top 4

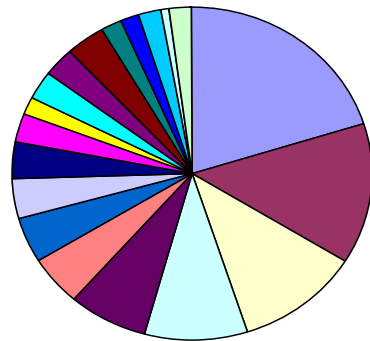
Radio

Information campaigns at the beach

Pamphlets

Local newspapers

Key Outcomes: Communication with Frail Aged



■ Care Workers, GPs, volunteers	■ Information sheets / pamphlets
■ TV	■ Radio
■ News	■ Information posted to home
■ Newspapers	■ Local newspapers
■ family	■ neighbours
■ friends	■ leaflet letterbox drop
■ reminders	■ large print information
■ council newsletter	■ planned activity group
■ sent with pension by Centrelink	■ telephone at risk people
■ fridge magnet	

Top 4

- Care workers/GPs/Volunteers
- Information sheets/pamphlets
- TV
- Radio

Outcomes of Consultations



Community unsure about what Council's role was in a heatwave.

Key suggestions were:

- Need multifaceted communication strategy for public
- Monitoring of the elderly via direct care workers / volunteers
- Provision of shade and drinking water taps
- Partnerships

These suggestions formed ideas for an appropriate response and communication strategy.

Key Strategies / Partnerships



List of vulnerable clients

- Council Aged Services and ISIS Primary Care
- Written consent
- Confidentiality issues
- Red Cross volunteers phone listed clients every day of a heatwave
- Escalation protocol established with local police

Life Saving Victoria Draft Heatwave Standard Operating Procedures

- Trialled by each Life Saving Club in heatwave

Communication Strategy

- Implemented at the start of summer and when notification received
- STEREO 974 (local radio) broadcast hourly messages during a heatwave.

Summary of Pilot Heatwave Response Stages:



Hobsons Bay

Action Required	When	Dept / Organisation Responsible
<ul style="list-style-type: none"> Internal capacity building / info sessions Check currency of "vulnerability list" 	October / November each year	Public Health, Aged Services, ISIS PC
<ul style="list-style-type: none"> Summer prevention messages: media release, posters, articles in "Pelican Post", letters to aged care facilities, bowling clubs, RSLs Prevention messaging during regular home care visits, Meals on Wheels deliveries & regular beach patrols 	December – April each year	Public Health, Aged Services, ISIS PC, Life Saving Victoria, Life Saving Clubs
<ul style="list-style-type: none"> Contact relevant stakeholders Notify Red Cross Prevention messages through STEREO 974, Council website Regular client visits on hot days to incorporate prevention messages 	Heatwave trigger within 7 day forecast	Public Health, Aged Services, ISIS PC, STEREO 974
<ul style="list-style-type: none"> Contact relevant stakeholders Notify Red Cross & forward "vulnerability list" Telephone contact & daily reporting to organisations Prevention messages through STEREO 974, Council website Regular client visits to incorporate prevention messages LSVic Heatwave SOPs implemented 	Heatwave trigger within 3 day forecast	Public Health, Aged Services, ISIS PC, Red Cross, Life Saving Victoria, Life Saving Clubs, STEREO 974
<ul style="list-style-type: none"> Contact relevant stakeholders Daily telephone contact & reporting to organisations Escalation protocol Hourly prevention messages through STEREO 974 Messages to public through Council website Regular client visits to promote coping strategies and report client health concerns 	Heatwave trigger reached	As above; Victoria Police

Opening Recovery Centres (a.k.a. “Cooling Centres”)



they the best solution?

Overseas research has shown that outreach strategies are more effective for targeted vulnerable groups (particularly the frail elderly)

Challenges with overnight accommodation (accessible bed facilities, medications, triage / medical support etc)

Accommodating carers, pets etc

Transportation of frail elderly who are sometimes disabled and have co-morbidity issues

Catering / Staffing requirements

not utilised for those most vulnerable, are they really required?



Heatwave Planning Tips:



Keep it Simple

Internal Capacity Building

Heatwave planning is not “business as usual”

Clear Communication strategy maximising existing opportunities

Partnerships

Clear activation / deactivation / escalation and reporting procedures

Inter-departmental relationship building

Person to co-ordinate implementation and review

Where to from here?



Review of Recovery Plan.

Expand to include needs of other vulnerable groups in municipality.

Formalise ongoing partnerships with Australian Red Cross and Life Saving Victoria via MOUs.

Formalise inclusion into MEMP: Risk identification through CERM process (CERM review Sept 09).

Ongoing yearly evaluation and review.



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