Reducing race-based discrimination and supporting diversity at the local level

The Localities Embracing and Accepting Diversity program

Presentation to the Local Government & Multiculturalism Conference, Wangaratta, 27 August, 2010

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Participation and Equity for Health Unit, VicHealth

www.vichealth.vic.gov.au
About VicHealth

• Independent statutory authority
• Board of governance with representation from major political parties
• Mission: addressing social and behavioural influences on health
• Reducing race-based discrimination and supporting diversity among VicHealth’s strategic priorities
• Local government a key partner for this and other work
Presentation overview

- VicHealth’s role in diversity
- Overview of our work with local governments
- Ways in which local governments can have input into the program/access learning and resources
VicHealth’s strategic priorities 2010-2013

• Reducing harm from tobacco, alcohol and UV exposure
• Increasing physical activity
• Increasing social connection
• Preventing violence against women
• Reducing race based discrimination and supporting diversity
What do we mean by race-based discrimination?

Broad definition as ‘unfair treatment’: Behaviors, practices and policies resulting in avoidable unequal outcomes between groups based on culture, ethnicity, ‘race’ or religion.

Interpersonal
That occurring between individuals

Systemic/organizational/institutional
That occurring in institutional practices, policies, cultures
What do we mean by discrimination?

- Beyond racism as the ‘bigoted individual’
  - Subtle/passive forms
  - Positive acceptance of diversity

Concerned with discrimination affecting Victorians from Indigenous and migrant and refugee backgrounds
Why a priority for VicHealth?

- **Link** between discrimination and health
- **Prevalence**: life time exposure is 75% for Indigenous and 48% for CALD populations
- **Attitudes**: 1 in 10 traditional racism, and 1 in 3 ambivalence toward diversity
- Evidence of **systemic discrimination**: often indirect or inadvertent
- **Social and economic indicators**: poor for indigenous and some migrant or refugee communities
Synergy with other important agendas

- Human rights
- Population policy
- Productivity
- Economic growth
- Community cohesion
- Social inclusion
Program of activity

Advisory committee with key stakeholders (MAV, AAV, VMC, AMES etc)

• Building Bridges program
• Arts About Us
• Bystander education (in development)
• Imaging program (in development)
• Research
• Localities Embracing and Accepting Diversity Program
Why a priority for VicHealth?

Scoping indicated:

• Amenability to a public health approach - long term cultural and behavioural change through evidence informed multi-faceted approach

• Prospects for prevention, but limited practice and research: the need to build skills and evidence

• Addressing disadvantage/discrimination requires a spectrum of responses. Primary prevention of discrimination/promoting acceptance of diversity a gap.

Focus of VicHealth’s Discrimination Program: primary prevention

| Addressing disadvantage; responding to discrimination | Strengthening minority ethnic communities and ethnic identity | Intercultural relations | Building positive attitudes & behaviours among the whole community | Building welcoming & fair communities and organisations | Building inclusive community identity |
What is LEAD?

- 3 year place based demonstration pilots:
  - Shepparton ($250,000 pa over 3 years)
  - Whittlesea ($300,000 pa over 3 years)

- Selected by competitive tender as Councils with existing positive ‘track record’

- Partners:
  - DIAC
  - beyondblue
  - VEOHRC
  - Municipal Association of Victoria

- Evaluation
  - University of Melbourne
Why Local Government?

- Close to the people
- Sensitivity to local conditions
- Capacity to influence key settings
- Local coordination
- Capacity to implement multi-faceted approach and achieve a ‘high dose’
- Importance of local leadership and networks
- Track record and commitment
Phased development

Phase one (2009/10) – developmental phase
Local consultation and engagement
Planning activity
Partnerships
Evaluation framework

Phase Two 2010/12 - implementation
Key features

- Multiple and reinforcing strategies
- Multi-level: individual, organisational, community
- Cross settings: sports, education, workplace, media, public space
- Program logic approach
- Evidence informed: *Building on Our Strengths* framework
Key features

• Coordinated program and consistent messaging
• Bottom up
• Whole of council approach
• Partnership approach with MAV & VEOHRC, Councils, VH and evaluators
• Whole community/mainstream organisations targets
• Engagement of affected groups as leaders though not as primary targets
What do we hope to achieve in the localities?

• Attitudinal and behavioural change;

• Strengthen organizational level policies and practices to promote diversity and reduce discrimination within local organisations

• Build a diverse local identity

• Support local government capacity
What do we hope to achieve beyond the localities?

- **Improving knowledge**
  - Is local government the right setting for this work? What does it take? What are the barriers and facilitators?
  - Does taking a multifaceted/high dose approach make a difference?
  - What particular strategies work?

- **Program/policy** advocacy to support local government’s role

- Production of **knowledge, evidence and resources** for use by all local governments

- Support **workforce development** at local government level
### Evidence informed: Guiding framework

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<tr>
<th>Key contributing factors</th>
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<td>Individual</td>
<td>Organisational</td>
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<table>
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<tr>
<th>Themes for action</th>
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<tr>
<td>Actions to reduce discrimination and support diversity</td>
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<table>
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<tr>
<th>Settings for action</th>
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<td>Intermediate outcomes</td>
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<td>Long term benefits</td>
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<td>Individual</td>
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<td>Community</td>
<td>Societal</td>
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**Building on our strengths**

A framework to reduce race-based discrimination and support diversity in Victoria

Summary report

*Addressing the social and economic determinants of mental and physical health*

The McCaughey Centre

[Logo: VicHealth]
# Specific activities: Whittlesea

<table>
<thead>
<tr>
<th>Organisational</th>
<th>Council</th>
<th>Sports</th>
<th>Workplace</th>
<th>Education</th>
<th>Retail</th>
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</thead>
</table>
|                | • Audit policies, procedures  
• Development & implementation of action plan  
• EEO / performance management training  
• Online EEO refresher, selection and recruitment, and bystander training for staff  
• Expansion of Work Ready program  
• Internal comms / engagement strategy | Work with local sporting clubs to offer an inclusive and welcoming environment and increase Indigenous participation | Major workplace:  
• Audit/review of policies  
• Develop policy and procedures  
• EEO & diversity training  
• Training - bi-lingual staff language aides  
• Celebrating diversity morning teas  
• Internal leadership and communications / engagement strategy  
• Identifying internal champions  
• Disseminate learnings | Two schools:  
• VEOHRC Inclusive Schools workshop / policy review and development  
• Diversity training for school support officers  
• Professional development for teachers and pre-service teachers  
• Student survey  
• Community engagement strategy  
• Enhancing approach to attracting and retaining Indigenous students | Major shopping Mall:  
• Diversity training for retailers  
• Retailer engagement strategy  
• Retailer handbook and toolkit  
• Celebrating diversity morning teas and fresh food sessions bringing together retailers and people from CALD communities |

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<th>Community</th>
<th>Communications and social marketing campaign in partnership with VMC and tailored to local government area</th>
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<td>Local media strategy</td>
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## Specific activities: Shepparton

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<tr>
<td><strong>Audit and assessment of policies, practices and procedures</strong></td>
<td>• Four clubs: • Working with multicultural leaders</td>
<td>• Four workplaces: • Identifying and working with multicultural leaders in each workplace</td>
<td>• Four schools: • Leadership training for Aboriginal, Muslim and African students</td>
<td>• Two workplace settings are large retailers</td>
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<td><strong>Reforming funding criteria</strong></td>
<td>• Review of club codes of conduct, policies &amp; procedures</td>
<td>• Audit and review of workplace policies</td>
<td>• Cultural diversity training for teachers, leaders and administrators</td>
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<td><strong>Development of Reconciliation and Diversity plans</strong></td>
<td>• Developing policy and procedures</td>
<td>• Help with developing policy and procedures</td>
<td>• Audit and review of school policies</td>
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<td><strong>Providing pro-diversity training to staff</strong></td>
<td>• Inclusion criteria used in council grants programs</td>
<td>• Identifying Workplace Ambassadors to promote diversity and inclusion</td>
<td>• Help with developing policy and procedures</td>
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<td><strong>Supporting the learning experiences of trainees through the train the trainer program</strong></td>
<td>• Development of buddy system and other activity to foster intercultural relationships</td>
<td>• Pro-diversity training</td>
<td>• Integration of anti-racist training into school social welfare programs</td>
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### Community

- Communications and social marketing campaign in partnership with VMc and targeted to local government area
- Media strategy
Behind the scenes

Project level – Whittlesea and Shepparton

- Local governance engaging affected groups, key settings stakeholders and senior and operational council personnel
- Local champions
- Leadership development/skill development (Indigenous and CALD)
Behind the scenes

Program level

- VicHealth program coordinator
- Program governance
- Education and training expertise – VEOHRC
- Evaluation team – project planning and consultancy on evidence
- Municipal Association of Victoria position – networking, dissemination and training/professional development
Further information/getting involved

• Two way communication important
• Forthcoming opportunities to discuss/seek input into key learnings/implications for future policy/practice
• Short-course
• MAV training program
• Tools and resources to be made available on the VicHealth web site
About VicHealth’s program

www.vichealth.vic.gov.au

Contact Ben Waterhouse 9667 1313

About the framework

Partnership of the McCaughey Centre, Onemda Koori Health Research Centre (Melbourne University), Victorian Equal Opportunity and Human Rights Commission and VicHealth

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