

MURRAY BRIDGE WELLBEING HUB

6 Monthly Evaluation Findings

December 2023



This is a joint project between the Rural City of Murray Bridge, the Murray Bridge Community Centre and Wellbeing SA



Wellbeing SA



Background

Established in March 2023, the Murray Bridge Wellbeing Hub aims to work in partnership to support wellbeing through enabling opportunities to connect, learn, share and grow.

In partnership with Wellbeing SA, the Rural City of Murray Bridge (RCMB), the Murray Bridge Community Centre (MBCCI), local communities and service providers the Wellbeing Hub supports positive health and wellbeing outcomes.

Focus areas

The Murray Bridge Wellbeing Hub focuses on four areas:

- Creating opportunities for social connection
- Promoting physical activity
- Encouraging wellbeing through healthy eating
- Improving mental wellbeing and resilience

Target audiences

The Murray Bridge Wellbeing Hub has five target audiences:

- Children, young people and their families
- Older people
- People living with disability
- Culturally and linguistically diverse community
- Aboriginal and Torres Strait Islander community

Overview and Methodology

In November 2023, the Murray Bridge Wellbeing Hub undertook a 6 monthly evaluation to gather information on the medium-term impact of Wellbeing Hub initiatives. This was completed using two methods to gain feedback from participants and community partners.

Participant Feedback

Method	Survey
Purpose	To evaluate the impact of the Murray Bridge Wellbeing Hub on initiative participants
Responses (completed surveys)	42 responses Some partially completed survey responses are included
Data collection period	14 November to 24 November 2023
Data collection method	Online survey hosted on SurveyMonkey <ul style="list-style-type: none">- Hard copy (then entered into SurveyMonkey)- Anonymous link via email
Promotion	Email to the Murray Bridge Wellbeing Hub participant mailing list Social media posts on the Murray Bridge Community Centre Facebook page Social media posts on the Rural City of Murray Bridge Facebook and Instagram page Flyers with QR codes to online survey displayed at the Murray Bridge Community Centre and The Square Community Centre. See appendix 2
Incentive	Prize draw for 3 x \$50 Murray Bridge Farm Fresh vouchers
Target Audience	Participants of the Murray Bridge Wellbeing Hub
Questions	16 questions (8 multiple choice and 8 free comments) See appendix 3

Community Partners Feedback

Method	Focus group
Purpose	To evaluate the impact of the Murray Bridge Wellbeing Hub
Responses (attendance)	27 attendances from 20 community organisations/groups. See appendix 4.
Data collection period	Tuesday 21 November 2023 (in-person focus group) Tuesday 28 November to Wednesday 6 December 2023 online SurveyMonkey
Data collection method	In-person 1 hour focus group hosted at The Square Community Centre Online survey hosted on SurveyMonkey
Promotion	Targeted email invitations
Incentive	Networking opportunity and a small healthy lunch
Target audience	Previous, current and potential community partners of the Murray Bridge Wellbeing Hub
Questions	6 questions (free comments) No survey responses were received indicating focus group was an effective method. See appendix 5

Participant Survey Findings

A total of 42 survey responses were collected between 14 November and 24 November 2023. 92.8% of respondents resided within the Rural City of Murray Bridge. Respondents ages ranged from 0-5 years through to 61 years and above. The majority (50%) of respondents were aged 19-39 years, 30.9% aged 40-60 years, 19% aged 61 years and above, 11.9% aged 0-5 years and 7.1% aged 6-12 years.

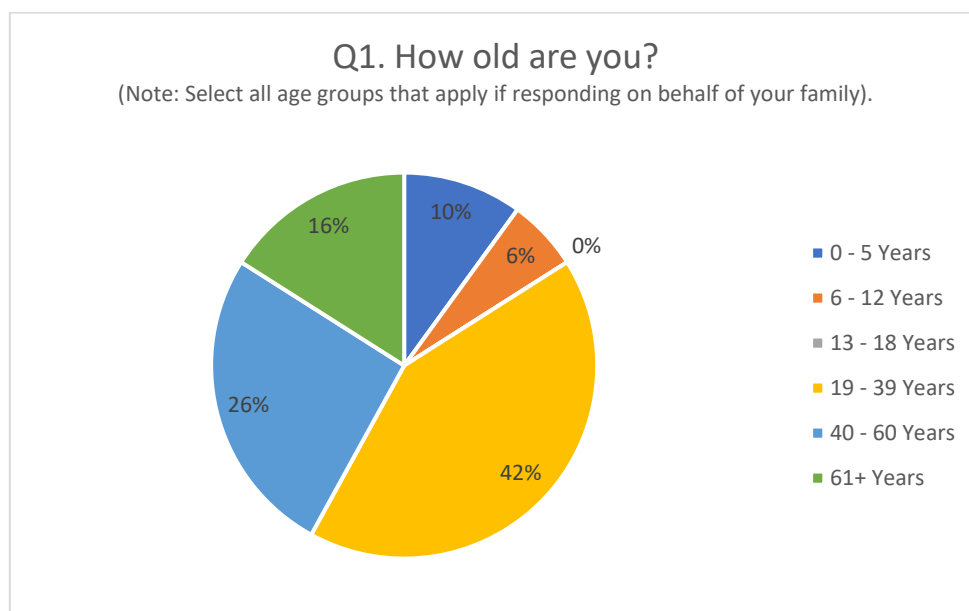


Table 1: Percentage of survey respondents ages.

Survey respondents may have completed the survey on behalf of family members who participated in Wellbeing Hub initiatives. Therefore, the statistics provided may not accurately represent the ages of initiative participants. It is also important to note that there were no survey responses from the 13-18 year age group.

On average, 97.6% of respondents were happy or very happy with the Wellbeing Hub and the majority (95.2%) of respondents agree or strongly agree that the Wellbeing Hub helped them to improve their overall wellbeing.

Let's Play with Music (33.3%), the Wellbeing Walk (23.8%) and the R U OK? Conversation Convoy (16.7%) were the initiatives respondents participated in or valued the most.

Respondents who strongly agree or somewhat agree the Wellbeing Hub has helped them/their family by:

- Creating opportunities for social connection (97.6%)
- Promoting physical activity (87.9%)
- Encouraging wellbeing through healthy eating (59%)
- Improving mental wellbeing and resilience (85%)

Common themes that have influenced these positive outcomes include access to different programs, social interaction, quality time with others, friendly and welcoming staff/facilitators and encouraging movement.

Survey respondents expressed strong appreciation for many of the initiatives, yet also highlighted specific areas for improvement, including:

- Stronger promotion of activities through various mediums
- Having regular programs on different days and/or times
- Providing some variation within the regular programs (i.e. different songs, movements, routes)
- More school holidays activities
- Initiatives that are tailored for young people

Mental wellbeing exercises that people could do in their own time and opportunities to be outdoors/in nature were identified as important areas of wellbeing the Wellbeing Hub may currently be missing.

Potential important areas of the wellbeing that participants felt the Wellbeing Hub was currently missing included

- Mental wellbeing exercises that participants could do in their own time
- Increased opportunities to be outdoors/ in nature

Respondents either completely agreed or agreed that the following areas were important to them:

- Creating opportunities for social connection (90.1%)
- Promoting physical activity (90.1%)
- Encouraging wellbeing through healthy eating (82.5%)
- Improving mental wellbeing and resilience (92.5%)

Respondents preferred method of promoting program and activities was on Facebook via the MBCCI and RCMB pages and on the 'Murray Bridge Community Chat' page, flyers at local cafes, the library and at businesses in the main street.

See Appendix 1 for Participant Feedback Infographic

Community Partners Focus Group Findings

On Tuesday 21 November 2023, an in-person focus group was held at The Square Community Centre. The session was expertly facilitated by Wellbeing SA with a total of 27 attendances from 20 community organisations/groups. Focus group participants identified several strengths, areas for improvement and opportunities for future considerations. These are captured below.

Key Strengths

Communication and marketing

The Murray Bridge Wellbeing Hub has a clear and consistent communication and marketing strategy. The Community Wellbeing Calendar is *'clear, colourful and focused on a variety of services and activities'*. Several participants commented that the high-quality presentation of the Wellbeing Hub's flyers has encouraged them to step up their own communication strategy, as they recognise the positive impact this can have on community engagement.

Partnerships and initiatives

The Wellbeing Hub has *'addressed identified gaps quickly and smoothly within the community'*. There is a dynamic range of initiatives available to suit a wide range of people. The Wellbeing Hub has highlighted to community organisations the importance of partnerships, including how sharing resources and knowledge can enact positive change and expand the range of opportunities available to the community.

Connection point for local service providers and the community

The Community Wellbeing Calendar and the extensive networking undertaken by the Wellbeing Hub Project Officer during 2023 has established the Wellbeing Hub as a 'connection point'. The Wellbeing Hub has become a 'point of call' for local service providers and the community. Specifically, the Wellbeing Hub Community Wellbeing Calendar has enabled local service providers to develop an in depth understanding of what is available within the community and how to connect their service users to wellbeing initiatives.

Elevated the importance of a focus on wellbeing

The establishment of the Wellbeing Hub has elevated the concept of wellbeing, and the importance of considering prevention across various areas of council and within the community. The Wellbeing Hub adopted and communicated a consistent definition of wellbeing thus contributing to building a shared understanding of wellbeing and prevention, alongside highlighting how council and community organisations can play a role in promoting community health and wellbeing.

A safe and welcoming environment

Community partners including the Suicide Prevention Network, headspace and Special Olympics SA commented that the Wellbeing Hub has developed a reputation for being a safe and welcoming place that promotes community connection and a sense of belonging. Organisations and their clients believe that the programs delivered by the Wellbeing Hub are affordable and accessible to everyone.

Dedicated resourcing and Project Officer

Financial resourcing to enable the appointment of a dedicated Wellbeing Hub Project Officer, and to support the delivery of initiatives has been integral to the success of the Wellbeing Hub. The appointment of a dedicated Wellbeing Hub Project Officer has supported the establishment of

partnerships, ensures a focus on wellbeing and prevention is maintained and enables the coordination of Wellbeing Hub implementation and evaluation.

The Program Officer received positive feedback from partners, highlighting the importance of recruiting a candidate with a deep understanding of community, a responsive approach to suggestions, and effective collaboration skills. Partners specifically identified that the Program Officers availability, flexibility in attending events at various sites, and proficiency in knowledge-sharing have significantly contributed to the success of community initiatives.

Opportunities For Improvement

Expanded communications and marketing

The Wellbeing Hub, whilst only established in March 2023 already 'feels established' within the community. Focus group participants indicated that in 2024 the Wellbeing Hub should consider '*large scale promotion*', i.e., radio, newsletters, local electronic noticeboards, and social media campaigns to increase reach and awareness of the Wellbeing Hub amongst the broader community.

Delivery location

Several Wellbeing Hub initiatives are delivered from The Square Community Centre or within the central business district of Murray Bridge. Whilst this location is accessible to some people, many people within the community have limited access to public and private transport. Focus group participants recommended exploring ways to broaden the delivery locations and/or consider digital delivery for some initiatives.

Future partnerships

Focus group participants identified the importance of ongoing partnerships with organisations that work alongside the multicultural and Aboriginal and Torres Strait Islander communities including the Murraylands Migrant Resource Centre, Moorundi and Ngarrindjeri Ruwe Empowered Communities. These partnerships will enable the Wellbeing Hub to effectively engage and connect with the Wellbeing Hub target audiences by ensuring our approach is culturally sensitive and one that fosters trust.

Furthermore, partnering with the RCMB internal economic development unit, local business and established community groups (i.e. sporting and service clubs) was identified as potentially assisting with the long-term sustainability of the Wellbeing Hub.

Recommendations

Informed by the 6 monthly evaluation process, several recommendations are made for consideration by the Wellbeing Hub Project Officer and the Wellbeing Hub Operational Group to inform planning for 2024.

Build on established partnerships and ensure a focus on activities for teenagers

After the success of the 'Here If You Need' card, the Wellbeing Hub has formed a positive and collaborative working relationship with The Station, Planet Youth Murray Bridge, the Rural City of Murray Bridge Youth Council and Youth Action Committee. The Wellbeing Hub will continue the positive working relationship with these respective groups, alongside additional local youth services to provide opportunities for young people within our community. This may include promoting the Wellbeing Hub through TikTok or other social media platforms and identifying ways of engaging and gathering feedback from the 13-18 year old demographic.

Increase the number of initiatives delivered throughout the school holidays

Participants thoroughly enjoyed the school holiday initiatives (Playground Detectives and one-off Let's Play with Music) and would like to see more throughout the year. Providing the community with free/low cost activities during the school break will be a focus in 2024. The Murray Bridge Wellbeing Hub will network with other Wellbeing Hubs to investigate if any of their past initiatives could be adapted to the Murray Bridge community, and will liaise with the RCMB communications, events and tourism team regarding potential partnerships.

Expand delivery locations

The Wellbeing Hub has an established presence and positive reputation in the centre of Murray Bridge. In 2024 there will be an increased focus on engaging outer townships of the Rural City of Murray Bridge and the Fraser Park district. These areas have limited transportation options and walkability, at times, is limited. Therefore, expanding the delivery location of Hub initiatives will increase reach, improve accessibility and provides an opportunity to activate underutilised spaces and facilities.

Broaden the communications and marketing of the Wellbeing Hub

The Wellbeing Hub will identify opportunities to clearly define and expand the current communications and marketing strategy. In collaboration with the RCMB Communications Team and other relevant groups, social media campaigns will be implemented to coincide with relevant wellbeing campaigns (i.e., National Walk to School Day, Nutrition Week, Mental Health Awareness Month). Engaging with local services, small business, and schools to gain a more in-depth understanding of how to connect with and reach their audiences will also be a focus.

Identify and implement initiatives with a focus on encouraging wellbeing through healthy eating

Feedback from participants and community partners for most of the Wellbeing Hub focus areas was positive however *encouraging wellbeing through healthy eating* was highlighted as an area the Wellbeing Hub could focus on in 2024. The Grow Cart, Seed Library and Recipe Cards initiatives commenced in 2023 and will be delivered and promoted in 2024. The Wellbeing Hub Project Officer will explore the feasibility of additional food related initiatives being incorporated into Wellbeing Hub initiatives throughout 2024. This will include but is not limited to supermarket tours incorporating reading food labels, healthy and affordable meal preparation classes, implementing 'Eat A Rainbow' activities and promoting National Nutrition Week.

Explore opportunities to implement new initiatives identified by Wellbeing Hub participants and partners

The evaluation identified several new initiatives for consideration. These include:

- Wellbeing Welcome Packs for new residents within the Rural City of Murray Bridge
- After school activities for teens
- A Chatty Bench
- Intergenerational programs
- A Women's Shed
- Life skills sessions for young adults or the culturally and linguistically diverse community
- Expanding the focus on healthy and affordable food
- Shared training for service providers to increase understanding of stigma and discrimination and the impact of this on wellbeing
- Social enterprise opportunities e.g., the station café selling coffee and/or scones when train arrives
- Building on existing partnerships with schools and embedding content in the curriculum
- Engaging volunteers and wellbeing mentors to play a leadership role and engage the wider community
- Partnering with major businesses and employers in the region to deliver programs and initiatives

The Wellbeing Hub Project Officer will determine the feasibility of including these initiatives in the 2024 Wellbeing Hub Implementation Plan.

Appendix 1: Participant Survey Findings – One page overview

ONE-PAGE SUMMARY

MARCH 2023 TO NOVEMBER 2023

'A non-judgemental, supportive and safe environment'

Participant feedback

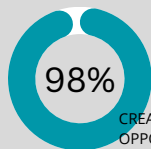
92.8%

OF PARTICIPANTS WERE FROM WITHIN THE RURAL CITY OF MURRAY BRIDGE

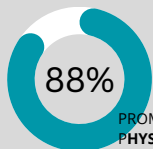


42 PARTICIPANT RESPONSES

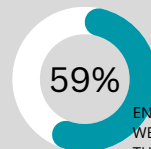
PARTICIPANTS WHO **STRONGLY AGREE** OR **SOMEWHAT AGREE**, THE WELLBEING PROGRAM HAS **HELPED THEIR FAMILY BY:**



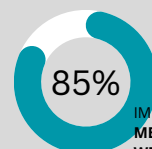
CREATING OPPORTUNITIES FOR SOCIAL CONNECTION



PROMOTING PHYSICAL ACTIVITY



ENCOURAGING WELLBEING THROUGH HEALTHY EATING



IMPROVING MENTAL WELLBEING AND RESILIENCE

HOW OLD ARE PARTICIPANTS?

19-39

21 RESPONSES

40-60

13 RESPONSES

61+

8 RESPONSES

0-5

5 RESPONSES

6-12

3 RESPONSES

*participants could select more than one age group

TOP 3 INITIATIVES THAT HAVE BEEN PARTICIPATED IN OR VALUED



LET'S PLAY WITH MUSIC



WELLBEING WALK

R U OK? CONVERSATION CONVOY



FACEBOOK IS THE BEST WAY TO REACH OUR COMMUNITY

HOW IMPORTANT ARE EACH OF THE FOCUS AREAS?

EXTREMELY IMPORTANT

PARTICIPANTS ARE MORE:

CONFIDENT
SOCIAL
CONNECTED
SUPPORTED
& HAPPY

ARE THERE ANY AREAS OF WELLBEING THAT ARE IMPORTANT TO YOU THAT WE HAVE MISSED?

MINDFULNESS EXERCISES

OUTDOOR PLAY

NEW RESIDENTS

FOOD LITERACY

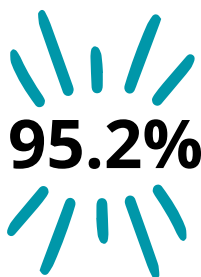
THANK YOU

WAS THE MOST COMMONLY SAID WORD WHEN PARTICIPANTS WERE ASKED IF THERE WAS ANY ADDITIONAL FEEDBACK THEY WOULD LIKE TO PROVIDE ABOUT THE WELLBEING HUB

THINKING ABOUT THE LAST 6 MONTHS, ON A SCALE OF 1-5, WOULD YOU AGREE THAT THE WELLBEING PROGRAM HAS HELPED TO IMPROVE YOUR OVERALL WELLBEING?

4.79

OUT OF 5



OF PARTICIPANTS WERE HAPPY OR VERY HAPPY WITH THE WELLBEING PROGRAM

HAVING PROGRAMS ON DIFFERENT DAYS/TIMES

MORE SCHOOL HOLIDAY ACTIVITIES

INCLUDE OUTER TOWNSHIPS

BETTER VISIBILITY OF THINGS ON OFFER

WEEKEND/AFTER HOURS ACTIVITIES

PROGRAMS FOR YOUNG PEOPLE

WHAT COULD WE BE DOING DIFFERENTLY?



'Given my daughter confidence and social exposure'

Participant feedback

Appendix 2: 6 Monthly Participant Survey Flyer

Have Your Say!



Murray Bridge Wellbeing Hub Participant Survey

Your feedback will help us to understand how the Wellbeing Hub is impacting you, what you value and how we can tailor the Wellbeing Hub to best suit the Rural City of Murray Bridge!



Complete the 5 minute survey
for your chance to win **1 of 3**
\$50 Murray Bridge Farm Fresh
vouchers!



This is a joint project between the Rural City of Murray Bridge, the Murray Bridge Community Centre and Wellbeing SA

Appendix 3: 6 Monthly Participant Survey Questions

How did we go?

Win a 1 of 3 \$50 Farm Fresh Market Voucher

We would love to hear about your experience with the Murray Bridge Wellbeing Hub over the past 6 months and how it made you feel.

Take 5 minutes to tell us and you can go in the draw to win!

The survey is open until 24 November 2023.

Your feedback will:

Help us to understand how the Wellbeing Hub is impacting you, what the community values, and tailor the Wellbeing Hub to best suit our community.

If you are completing this on behalf of your family, please choose all age groups, activities and programs that apply.

Section 1: Tell us about you

1. Email Address (required)

2. How old are you?

(Note: Select all age groups that apply if responding on behalf of your family).

- 0 – 5
- 6 – 12
- 13 – 18
- 19 – 39
- 40 - 60
- 60+ years

3. Where do you live?

Postcode

4. Which of the Wellbeing Hub initiatives have you participated in or valued?

(Select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Wellbeing Walk | <input type="checkbox"/> Kangatraining |
| <input type="checkbox"/> Murray Bridge Wellbeing Hub Launch | <input type="checkbox"/> Family Meal Prep Program |
| <input type="checkbox"/> Let's Play with Music | <input type="checkbox"/> From No Way to 5K! |
| <input type="checkbox"/> Easy Moves for Active Ageing | <input type="checkbox"/> Playground Detectives |
| <input type="checkbox"/> School Holiday Activity | <input type="checkbox"/> Here If You Need card |
| <input type="checkbox"/> Community Garden Meet Up | <input type="checkbox"/> Community Wellbeing Calendar |
| <input type="checkbox"/> Playing For All | <input type="checkbox"/> Kids Book Club |
| <input type="checkbox"/> R U OK? Conversation Convoy | <input type="checkbox"/> Create Connect & Laugh |
| <input type="checkbox"/> Kids Mosaics | <input type="checkbox"/> ClayMates |
| <input type="checkbox"/> Arrow Tag | <input type="checkbox"/> Grow Your Own Food |

Other (Please list):

Section 2: Tell us about how the Wellbeing Hub has impacted you

5. Thinking about the last 6 months on a scale of 1-5, would you agree that the Wellbeing Hub has helped to improve your overall wellbeing?

(Wellbeing means feeling happy, healthy, and connected in your community)



1

Completely disagree



2

Somewhat disagree



3

Neither agree or disagree



4

Somewhat agree



5

Completely agree

6. How has it helped you and why?

7. Is there anything we could do differently to help improve your wellbeing?

8. Would you agree that we have helped you/your family by:



1

Completely disagree



2

Somewhat disagree



3

Neither agree or disagree



4

Somewhat agree



5

Completely agree






Creating opportunities for social connection

Promoting physical activity

Encouraging wellbeing through healthy eating

Improving mental wellbeing and resilience

9. Please share with us how important each of these areas are for you:

					
	1	2	3	4	5
	Not at all important	Slightly important	Moderately Important	Very Important	Extremely important
Creating opportunities for social connection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting physical activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging wellbeing through healthy eating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving mental wellbeing and resilience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Are there any areas of wellbeing that are important to you that we have missed?

Section 3: Help us to improve the Wellbeing Hub

11. On a scale of 1 -5, how happy are you with the Murray Bridge Wellbeing Hub?

				
1	2	3	4	5
Very unhappy	A little unhappy	Not sure	A little bit happy	Very happy
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. What would you like to see more of in the Wellbeing Hub?

Appendix 4: Community Partners Focus Group Attendance List

Organisation	Number of Representatives in Attendance
Wellbeing SA	2
Murray Bridge Community Centre	1
Murray Bridge Wellbeing Hub	1
The Rural City of Murray Bridge	3
The Haven/Women's Information Service	1
The Rural City of Murray Bridge Youth Council	3
iREACH Rural Health	1
Murray Bridge Library	1
Unity R-12 College	1
SAPOL	1
Blue Light	1
Learning Together Community Murray Mallee and Riverland Hub	2
headspace Murray Bridge	1
Soroptimist International	1
ac.care Community Connections	1
Special Olympics South Australia	1
Planet Youth Murray Bridge	1
Genuine Support Services Australia	1
Suicide Prevention Network	1
Skylight	2

Appendix 5: 6 Monthly Community Partners Focus Group Questions

Murray Bridge Wellbeing Hub

6 Monthly Impact Evaluation Focus Group for Wellbeing Hub Partners

Strengths

- What is working well in relation to the Wellbeing Hub?
 - Communications and marketing
 - Programs and initiatives
 - Partnerships
- How has the Wellbeing Hub contributed to the Murray Bridge Community?

Opportunities

- Is there anything the Wellbeing Hub could do differently?
 - If yes, what would this be?
- Are there initiatives you would like to see delivered by the Wellbeing Hub in the future?
 - If yes, what initiatives?

Consultation

- What future partnership opportunities do you see for the Wellbeing Hub?
- How could the Wellbeing Hub support future partnership opportunities?