

# Loddon Shire – Community Champions project

Delivering a unified “stay at home and stay healthy” message to the residents of Loddon Shire.



## Background

During the 2020 COVID-19 lockdown, a team member from the Loddon Shire COVID-19 Planning Team noticed a video post from a Maryborough resident that thanked residents and encouraged them to keep positive. The team thought this was a great initiative and something that could be replicated in the Loddon Shire using local members of the community.

There were many good reasons to adopt this approach - having the messages come from a local Community Champion would have greater impact; people would be respectful, unified and encourage others to do the right thing; and the messages would provide residents with some reassurance and connection by seeing familiar faces. The project also provided an opportunity to feature tips on how to stay connected and healthy (both physically and mentally), while staying at home.

## What did the Community Champions project aim to do?

### The brief was to:

- Assemble a group of Community Champions to deliver a unified *stay at home and stay healthy* message to the residents of the Loddon Shire.
- Have a mix of Champions to target a variety of age and interest groups in the Shire.
- Ensure messaging aligned with current government information around best practice for combatting COVID-19.

## What were the key messages?

The Community Champions campaign featured the tagline ‘We’re in this together Loddon – stay safe’. Key messages were:

Stay home as much as possible to keep other residents safe.

Follow the government’s current advice.

Unique message from each champion – e.g. check in on neighbours, stay healthy and physically active, support local business, Anzac Day

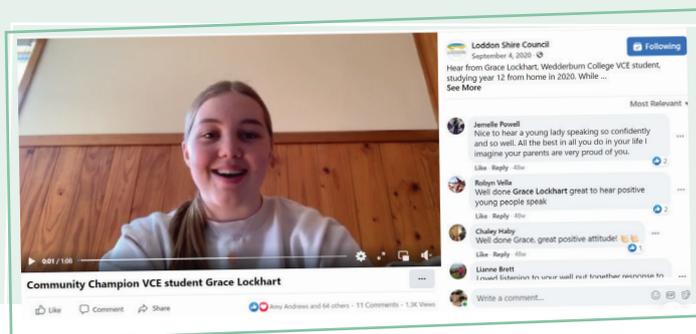
## What did the project achieve?

### Over 6 months from April to October 2020:

- 10 videos were produced
- The videos were viewed in total 7,207 times and collected 252 likes. The number of views is roughly equivalent to the Loddon Shire population.
- Videos were shared 48 times

### The two videos with the most Facebook engagement were:

- VCE student Grace Lockard on how she was coping with studying her VCE during lockdown
- Local business owners when cafes and restaurants started to re-open.



## How Healthy Heart of Victoria made a difference

The Community Champions project produced a suite of resources that helped Loddon residents to stay connected and healthy while staying at home. This helped to boost community morale during the COVID-19 pandemic.

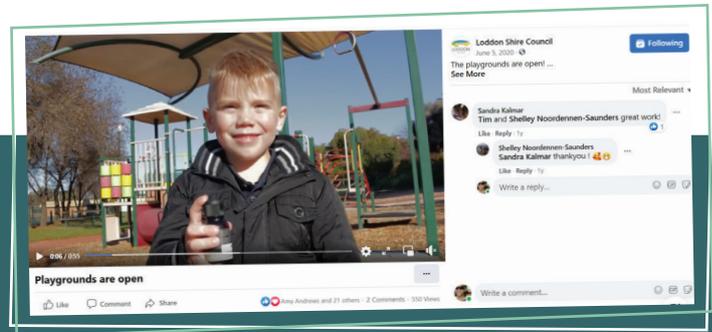
*"I had some people from the community say things like, nice message on the Shire Facebook page. And well done on the community health message. I think these messages, collectively with wider social media coverage of everyday Australians and celebrities had a positive and encouraging influence on people. It complimented those other media campaigns with a similar sentiment."*

Sarah Byrne, Teacher at East Loddon P-12 College

Further, through this work the Health Broker helped to build the capacity of Loddon Shire to use online videos to communicate with residents. Prior to this project, Loddon Shire had a total of 4 videos on their Facebook page. This had increased to 50 by the end of 2020.

## Will there be any lasting impact of this work? What next?

Loddon Shire plans to continue to use video media to communicate to residents. New Mayoral Weekly updates and other community-focused videos provide examples of the lasting impact of this work.



## Specific statistics of the impact of each Community Champion video message

### VCE student - Grace Lockart, Wedderburn College

1,265 views  
7 shares – 65 likes – 10 comments

### Keep medical appointments (Dallas Coghill, IDHS and Donna Doyle, Boort District Health)

467 views  
3 shares – 12 likes – 2 comments

### Get tested – nursing staff from Boort District Health

921 views  
7 shares – 17 likes

### Playgrounds re-opened – The Nurdy Boy's – young local family

544 views  
3 shares – 22 likes – 2 comments

### Re-opening of Cafes – local business owners

1,600 views  
12 shares – 36 likes – 2 comments

### 5 ways to wellbeing – Claire Harrison, Active Farmers Bridgewater

846 views  
7 shares – 26 likes – 2 comments

### Keeping children safe – Kinder Teachers

395 views  
2 shares – 13 likes

### Mother's Day - local children

321 views  
4 shares – 8 likes

### Anzac Day – Ric Raftis, RSL member

328 views  
1 share – 21 likes

### We're in this together Loddon – Sarah Byrne Teacher, East Loddon P-12 College

520 views  
2 shares – 32 likes – 2 comments



More information

 @HealthyHeartofVictoria



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The Healthy Heart of Victoria initiative is supported by the Victorian Government