



Figure 2 describes the planning process adopted in Townsville. Townsville City Council together with the health agencies, community representatives, local government and Griffith University have formed a 'working partnership' to develop and implement the Townsville Healthy City Plan. The steps of the planning are described in the following section.

The Planning Process

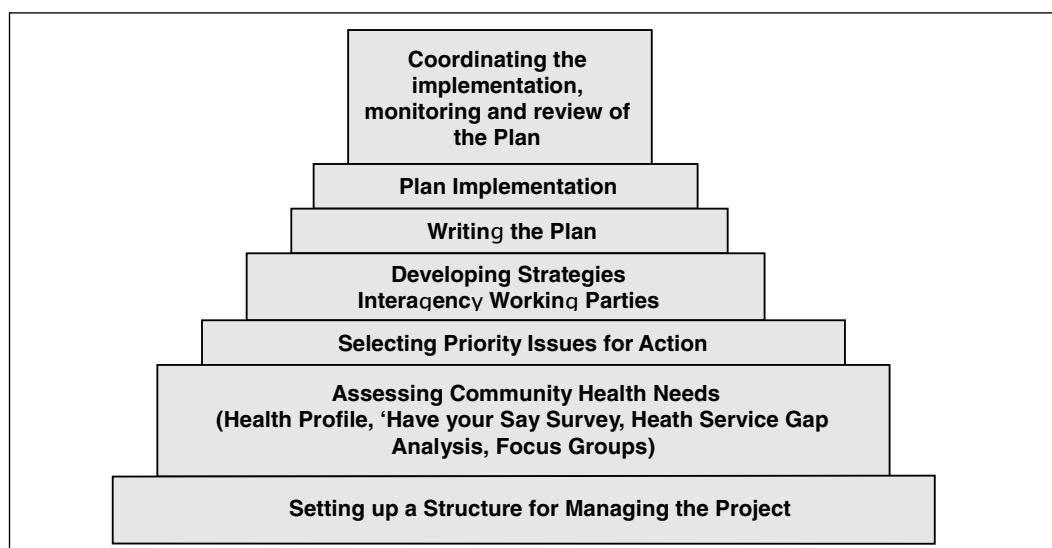


Figure 2: The process of developing the Health City Plan in Townsville (Davey and Murray, 2003)

Setting up a structure for managing the project

The project management structure included the establishment of a project management group. The project management group was chaired by Townsville's Deputy Mayor and included representation from Townsville City Council Environmental Health Services and the School of Public Health, Griffith University. The Project Management Group had the role of overseeing the planning process and ensuring the project implementation suited the project brief and characteristics of the Townsville community. As a sub-committee of the Project Management Group, the Project Team was responsible for the coordination and implementation of activities undertaken during the project phases. The Townsville City Council Consultative Forums and existing Community Consultation Mechanisms in the City provided a foundation for planning.

Assessing community health needs

During the needs assessment phase of the Townsville Healthy City a number of information collection methods were used. This included the collation of data for the health profile, a gap analysis of health services, and a community 'Have Your Say' questionnaire. Eleven Health Focus Groups were conducted across the City with interested community and agency representatives. The Focus Group consultation process included a series of planned target and geographical focus groups: -

Target focus groups

- Disability
- Women
- Youth
- Non English Speaking Background
- Older Persons
- Mental Health
- Environment
- Environmental Health
- Indigenous