# RAINBOW TOWN PROFILE 2024



Rainbow was a projected town site when the Jeparit railway line was extended in 1899. It was originally named Rainbow Rise, after wildflowers shaped as a rainbow covering a sand dune. Located in the Hindmarsh Shire it is 67.9kms from Warracknabeal and 47.5kms from Hopetoun.

Rainbow takes pride in being a Mallee community. It is a community that gathers together, proud of its past, caring for its own and looking to the future. Large murals depicting heritage scenes cover the main streets. New businesses and community enterprises are growing. A significant addition to the Silo Art Trail is in progress. Though there are many empty shops in what was once a larger centre for trade (this having now contracted back to larger towns), Rainbow maintains a strong community life. Looking as much north to Mildura and south to Horsham as larger service centres, Rainbow is perhaps just far enough from both to maintain a strong and vibrant identity.

### WWHS IN RAINBOW

Facilities: Residential Aged Care

#### Services:

- Community Nursing
- Diabetes Education
- Dietetics
- Exercise Groups
- Health Education & Promotion
- Occupational Therapy
- Packaged Care
- Physiotherapy
- Podiatry
- Social Work
- Speech Therapy
- Social Support group

### **RAINBOW IS KNOWN FOR:**

Wheat, silos and being the subject of the show 'Enough Rope' with Andrew Denton.

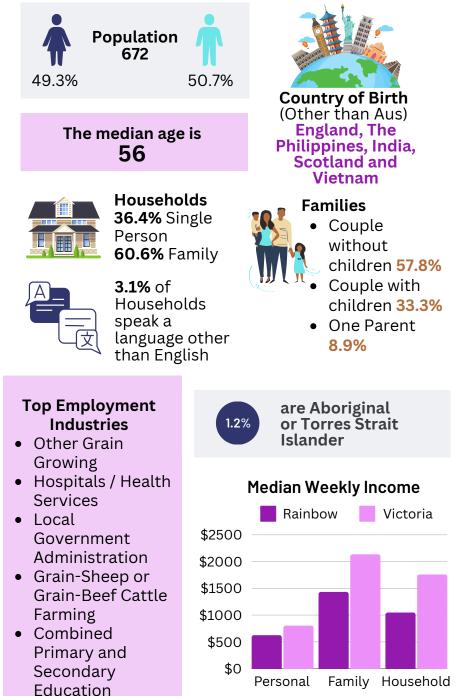


We acknowledge that Rainbow is located on the Traditional Lands of the Wotjobaluk, Jaadwa, Jadawadjali, Wergaia and Jupagulk people, and pay our respects to their elders past, present and emerging.



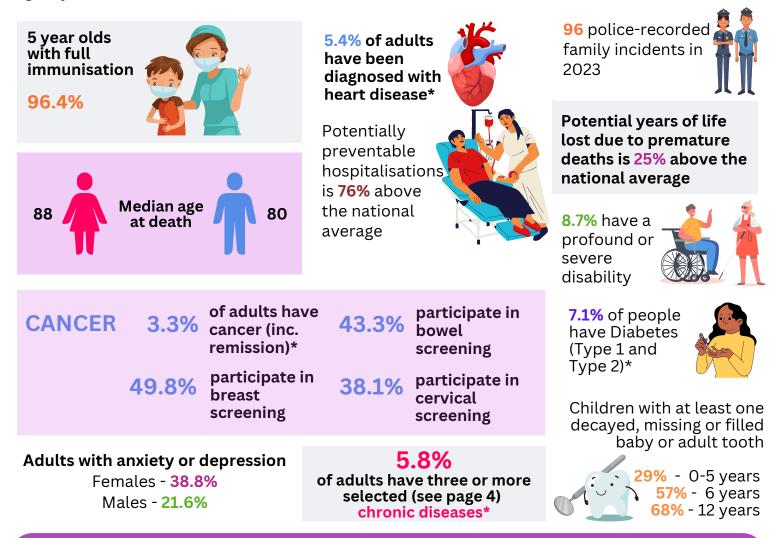
WEST WIMMERA HEALTH SERVICE

## WHO IS RAINBOW?



## HOW HEALTHY IS RAINBOW'S LGA (HINDMARSH SHIRE)?

Traditionally, health has been measured in rates of illness and disease. When people experience these it can have a larger impact on other aspects of their lives and on society. This is known as the burden of disease. There are systems of reporting that can give high-level information about the burden of disease to **local government or post-code areas**. These include the following sources: ABS Census, PHIDU Social Health Atlas of Australia, VAHI Victorian Population Health Survey, Dental Health Services Victoria Oral Health Profiles and data from the Crime Statistics Agency.



#### In the Hindmarsh Shire:

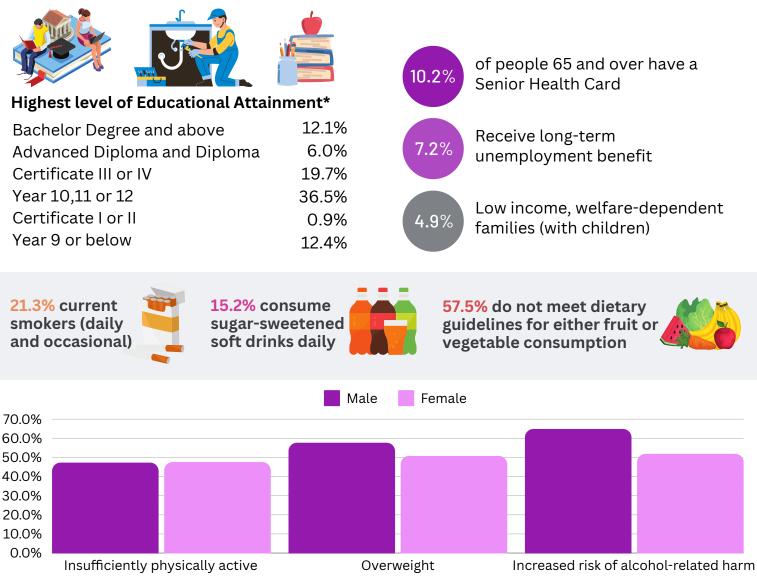
- People have similar rates as the state for bowel and breast cancer screening participation, however lower rates for cervical screening participation
- The proportion of people ever having anxiety or depression is similar to the state
- The rate of females having anxiety or depression is higher than males, which is the same as the state
- Hospital admissions for preventable conditions is higher that the Australian average
- Police-recorded family incidents is similar to the state
- Children with tooth decay at public services is slightly higher than the state

This comparison highlights the area's most in need of improvement for Hindmarsh. Some things that could be done to help in these areas are:

- Increased education on oral hygiene
- More mental health services
- Increased support for preventable conditions

## WELLBEING IN RAINBOW'S LGA (HINDMARSH SHIRE)

Wellbeing is derived from far more than physical health. Other factors – the social determinants of health – also impact on both physical and mental wellbeing. Once again, national and state-wide data can give us a high level picture of wellbeing in Rainbow.



Key differences in the Hindmarsh Shire Local Government Area compared to state averages are:

- Higher proportion of sugar sweetened daily soft drink consumption
- Higher proportion of females who are overweight
- The rates of insufficient activity were closest between males and females in Hindmarsh compared to the other four Local Government Areas (LGA)
- Higher proportion of current smokers

While this data is collected at the LGA level, when considered in the context of Rainbow's demographics, some key influencing factors are:

- There is a significant proportion of older adults who may have mobility issues or limited ability to participate in physical activity
- Most people work in the farming industry (especially grain farming) which due to the increase of machinery use has led to farmers being less active in their daily work
- Higher proportion of people live alone
- Significantly lower median income which can affect people's ability to access resources to support health and wellbeing, and can contribute to higher rates of unhealthy behaviours such as smoking

This is the second edition of Rainbow's Health and Wellbeing Profile. For this, and future versions we are providing some key outcomes of our 5 Top Things survey. This specific local survey will be Rainbow's opportunity to identify what matters most about health and wellbeing to the people who live here.

## WHAT DOES RAINBOW THINK?

This page shows some, but not all, the findings of the 5 Top Things Survey in Rainbow.



#### RAINBOW RATES THE IMPORTANCE OF ORAL HEALTH OUT OF 10 AS:

9

People in Rainbow told us when they need help with their health, they to go places like the hospital and pharmacy. **BUT**.... They also talk to other people, including those at church.

People in Rainbow were most concerned about the following their community:

Lack of public transport	Isolation/loneliness (particularly seniors)
Access to specialists	Doctor access
Ageing population	Level of healthcare

Physical inactivity/mobility

# PRIORITIES FOR RAINBOW

The regional health promotion priorities for the Wimmera and Southern Mallee are:

- Healthy Eating
- Active Living
- Social Connection
- Reduction of Harm from Tobacco and Alcohol

Foundational activities for the WWHS Health Promotion team include:

- Café Health
- WWHS Community Health & Wellbeing grants projects:
  - Rainbow Trailblazers
  - Rainbow Community Garden

People in Rainbow have come up with some ideas to tackle their main concerns. These ideas could be addressed by the community, service providers, or advocated for:

- Increase the availability of public transport and transport options.
- Run community workshops on health matters, including mental health.
- Improve referral processes between GPs and mental health professionals.
- Increase services offered, accessibility and advertisement of them.
- Remove heritage overlays.
- Create opportunities for more businesses to open.
- Create a subdivision to bring young families to town.
- Increase opportunities for health education, including first aid courses and mental health workshops.
- Increase in funding.
- Make loans more accessible for young people.
- Create a walking group in town.

The things people in Rainbow told us in the 5 Top Things Survey about their town help us to plan how best to support Rainbow.