

RAINBOW TOWN PROFILE 2022



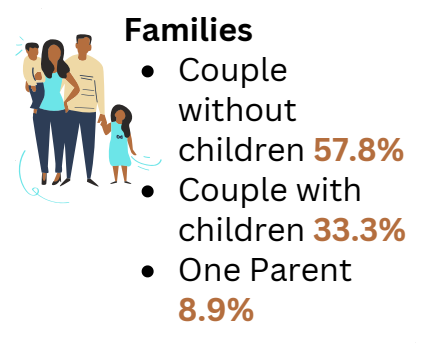
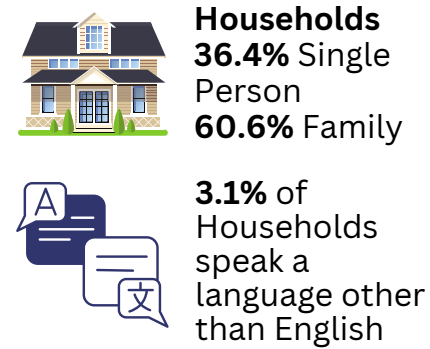
Rainbow was a projected town site when the Jeparit railway line was extended in 1899. It was originally named Rainbow Rise, after wildflowers shaped as a rainbow covering a sand dune. Located in the Hindmarsh Shire it is 67.9kms from Warracknabeal and 47.5kms from Hopetoun.

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.

WHO IS RAINBOW?



The median age is 56



WWHS IN RAINBOW

Facilities: Residential Aged Care

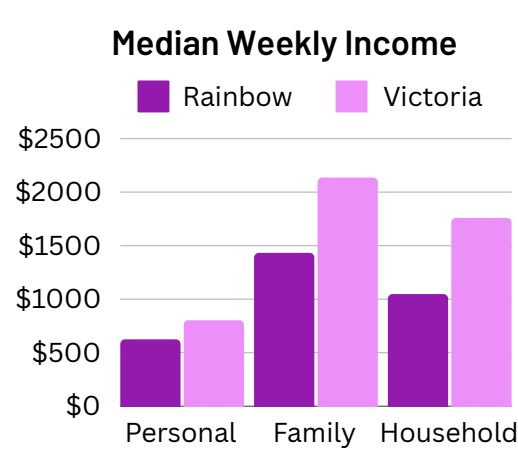
Services:

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

Top Employment Industries

- Other Grain Growing
- Hospitals / Health Services
- Local Government Administration
- Grain-Sheep or Grain-Beef Cattle Farming
- Combined Primary and Secondary Education

1.2% are Aboriginal or Torres Strait Islander



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.



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.

5 year olds with full immunisation

100%



5.4% of adults have been diagnosed with heart disease



Potentially preventable hospital admissions is **26%** above the national average



87 police-recorded family incidents in 2022



Potential years of life lost due to premature deaths is 44% above the national average

8.7% have a profound or severe disability



87  **Median age at death**  **80**

CANCER

3.3%

of adults have cancer (inc. remission)*

45.4%

participate in bowel screening

55.3%

participate in breast screening

51.1%

participate in cervical screening

4.6% of adults have ever been diagnosed with Type 2 Diabetes



Children with at least one decayed, missing or filled baby or adult tooth

Adults with anxiety or depression

Females - **38.8%**

Males - **21.6%**

5.8%

of adults have three or more selected (see page 4) chronic diseases*



29% - 0-5 years

57% - 6 years

68% - 12 years

In the Hindmarsh Shire:

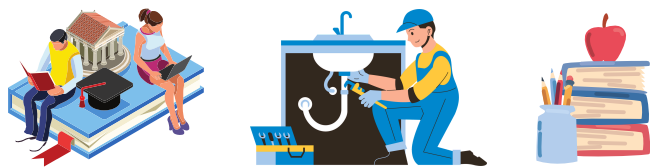
- People have similar rates as the state in cancer screening participation
- The proportion of people ever having anxiety or depression is similar to the state
- The rate of females having anxiety or depression is higher than males, which is the same as the state
- Hospital admissions for preventable conditions is higher than 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.



Highest level of Educational Attainment*

Bachelor Degree and above	12.1%
Advanced Diploma and Diploma	6.0%
Certificate III or IV	19.7%
Year 10,11 or 12	36.5%
Certificate I or II	0.9%
Year 9 or below	12.4%

10.6% of people 65 and over have a Senior Health Card

8.3% Receive long-term unemployment benefit

4.8% Low income, welfare-dependent families (with children)

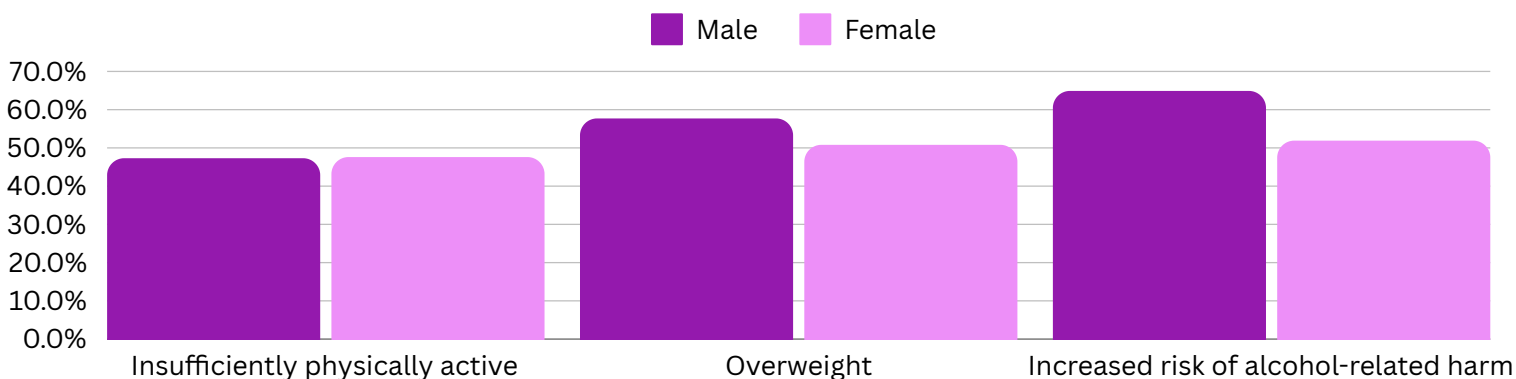
21.3% current smokers (daily and occasional)



15.2% consume sugar-sweetened soft drinks daily



57.5% do not meet dietary guidelines for either fruit or vegetable consumption



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

*Data at town level not LGA

This is the first edition of Rainbow's Health and Wellbeing Profile. For this version, we are providing a more in-depth look at chronic disease statistics. In future versions, we will include a page on the 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.

HOW DOES RAINBOW COMPARE?

<p>Dementia (inc. Alzheimer's)</p> <p>Rainbow 0.9%</p> <p>Victoria 0.7%</p>	<p>Kidney disease</p> <p>Rainbow 0.6%</p> <p>Victoria 0.9%</p>	<p>Lung condition</p> <p>Rainbow 3.9%</p> <p>Victoria 1.5%</p>
<p>Stroke</p> <p>Rainbow 2.1%</p> <p>Victoria 0.9%</p>	<p>Cancer (inc. remission)</p> <p>Rainbow 3.3%</p> <p>Victoria 2.8%</p>	<p>Asthma</p> <p>Rainbow 11.3%</p> <p>Victoria 8.4%</p>
<p>Diabetes (Type I and Type II)</p> <p>Rainbow 7.1%</p> <p>Victoria 4.7%</p>	<p>Mental health condition</p> <p>Rainbow 11.2%</p> <p>Victoria 8.8%</p>	<p>Arthritis</p> <p>Rainbow 16.1%</p> <p>Victoria 8.0%</p>
<p>Heart disease</p> <p>Rainbow 5.4%</p> <p>Victoria 3.7%</p>		<p>Other long-term conditions</p> <p>Rainbow 9.1%</p> <p>Victoria 8.0%</p>

PRIORITIES FOR RAINBOW

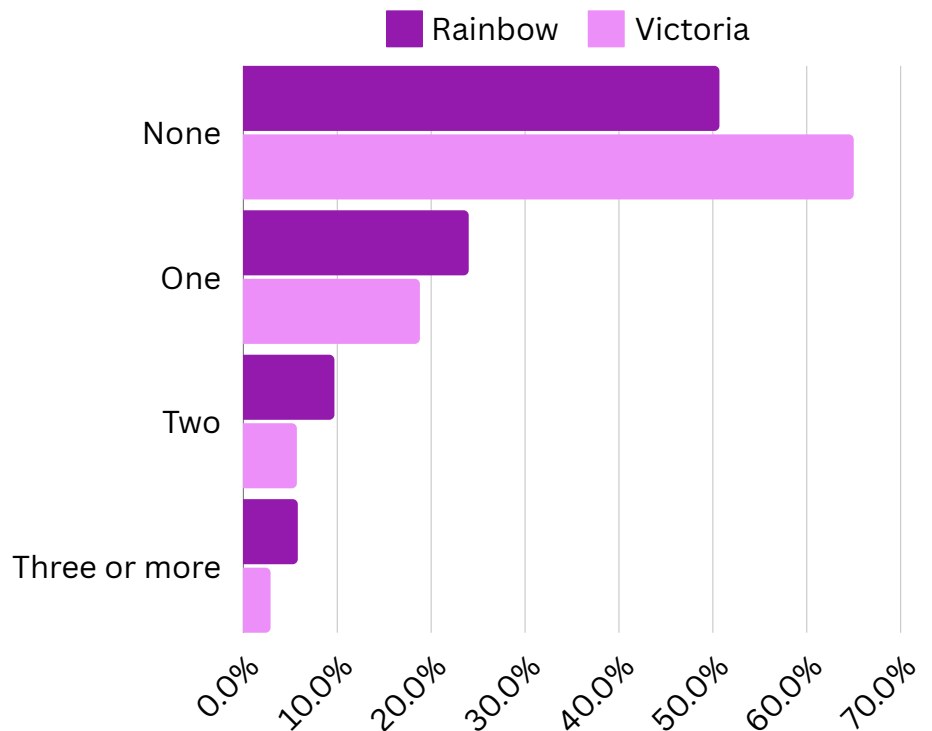
The regional health promotion priorities for the Wimmera and Southern Mallee are:

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

Foundational activities for the WWHS Health Promotion team include:

- Cafe Health
- 3in1 Towards a Healthy Town
- WWHS Community Health & Wellbeing grants projects:
 - Rainbow Trailblazers
 - Rainbow Community Garden

How many of the above long-term conditions do people have?



Strategic Health Promotion work in Rainbow is governed by the four regional priorities (listed left), but activities in each location are adjusted to local settings.