

Healthy by Design

CASE STUDY

City of Casey Mothers of Casey Alliance (MOCA): Advocating for a healthier community for all mothers



The Mothers of Casey Alliance (MOCA) project aims to undertake activities and advocacy with the goal of creating a healthier community for all mothers in the City of Casey. The project's objectives are to empower a group of women within the community and to increase the number of family friendly environments within the City of Casey.

The MOCA group was formed to identify issues and advocate strategies and initiatives that have a positive impact on mothers' social, mental and physical health. The group has been involved in the development and delivery of a number of strategies, including group physical activities, events, information provision and lobbying to enhance the built environment, all of which have important roles in improving health and wellbeing.

Initiatives such as developing and working with Council to incorporate a 'family friendly environments

checklist' within planning policy and having an ongoing involvement in the planning process, enable the group to have a positive impact on the built environment in the region. Other activities of the group, including a pram stroll event, a resource booklet providing information on local destinations and opportunities for physical activity and a planned family friendly café award are providing opportunities for social interaction and enhance community connectivity in the region.

Funded on a limited budget and supported by Council's Health Promotion Officer, the MOCA is contributing to the health and wellbeing of the community by enabling families to be physically and socially active through a range of innovative approaches.

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