

SUSTAINABILITY OF HEALTH PROMOTION INITIATIVES

Community of Practice

Thursday 7 August 2014

Hume Region Primary Care Partnerships working together for better regional outcomes



Acknowledgement

- The Collaboration of Community-based Obesity Prevention Sites (CO-OPs Collaboration)
- 10 Building Blocks of Sustainability
- Sustainability Matrix
- www.co-ops.net.au



CO-OPS Collaboration
*enabling best practice to create
healthier communities*

What is sustainability?

Your definitions

“Planning an intervention to allow benefits to continue post funding.”

“Ensuring that a project is embedded within an organisation and community so that it or elements of it can continue to function and be implemented into the future”



“The capacity of a community to continue to implement/benefit from/demonstrate favourable behaviours of a health promotion initiative”

Sustainability directions

- Maintenance of health benefits
 - Are health benefits maintained after the program?
- Program institutionalisation
 - Incorporation of new programs into existing structures
- Capacity building
 - Importance of capacity for ongoing change

Definition – Sustainability

‘The occurrence of beneficial outcomes which are maintained for an agreed period at an acceptable level of resource commitment within acceptable organisational and community contingencies’ Swerissen, 2007

Definition – Sustainable *practice*

- Sustainable practice definition in Australian context:

‘Practice that focuses on collaboratively progressing community health determinants and aspirations through emphases upon processes and outcomes’ Harris, N & Sandor, M 2013

Why sustainability?

- Planning for program sustainability is important
- Practitioners need enhanced skills to foster sustainability
- It's a challenge!
 - 40% of programs do not last beyond a few years post funding (Savaya, 2008)

10 Building Blocks for Sustainability



1. Planning for sustainability from the start

- What to sustain? The whole program or parts of it?
- Is the program long-term or is it responding to a short-term need?
- Be flexible and opportunistic in your approach

2. Gathering the evidence

- What is the problem?
- How do you know?
- What are you going to do about it?
- Why?



3. Seeking commitment and support

- Who do you need to be friends with?
 - Why?
- Negotiate areas of mutual benefit and strategic alliance
- Foster “buy-in”
- Document: MoUs, partnering agreements

4. Community engagement / partnerships

- Build friendships
- Find a common language
- Friends of friends
- Grow connections



5. Program champions

- Champions help with sustainability
- Choice of champion is critical
 - Recruit the right high profile identity
- Consider more than one...



6a. Building capacity (organisational)

- Develop sustainable skills
- Organisational structures
- Resources
- Commitment
- Respect, value and trust
- Be responsive

6b. Building capacity (community)

- Develop sustainable skills
- Resources – asset mapping (power, passion, time, care)
- Respect, value and trust
- Be patient

7. Embedding into core policies

- Clear direction
- Opportunities within organisation, local and state government levels
- Whole of government approaches
 - Health in All Policy



healthyfood@sport

8. Evaluating progress

- Critical
- Set timelines and explore types
- Enlist help
- Mixed methods: Qualitative and Quantitative evaluation methodologies
- Innovative approaches:
 - Asset-based approaches
 - Community-based participatory evaluation
 - Developmental evaluation

9. Evolving and adapting

- Incorporate evaluation feedback
- Adapt or die
- Talk regularly with and respond to 'homebase'



10. Funding

- Be creative when looking for funding
- Locate funding from diverse and multiple sources
- Skill staff in writing funding applications
- ‘Collect the dots’ then ‘connect the dots’ for potential new funders
- Embed program into policy

10 Building Blocks for Sustainability

1. Planning for sustainability from the start
2. Gathering the evidence
3. Seeking commitment and support
4. Community engagement and partnerships
5. Program champions
6. Building capacity (org/community)
7. Embedding into core policies
8. Evaluating progress
9. Evolving and adapting
10. Funding

Socio-ecological model

- Programs do not exist in isolation
- Part of bigger picture
- Requires multi-level change



Questions?



Workshop: Using the matrix

- Table groups of 4-5
- Case study
 - Read and apply to matrix
- Café style discussion
 - Move tables after every 2 building blocks