



Goulburn Valley PCP - Prevention Report 2016

Priority area

In Goulburn Valley Primary Care Partnership (GVPCP), an Integrated Health Promotion plan was developed in 2012 as part of the overarching Hume Region Integrated Health Promotion Strategy, that required Community and Women's Health agencies funded for IHP to adopt a collaborative approach. [GVPCP IHP plan 2012-2017](#) focuses on three key health promotion priorities:

1. **Healthy Eating** –Hume Region priority (encompassing four PCPs), aligns with Victorian Public Health and Wellbeing Plan (PH&W) priority of healthier eating and active living
2. **Social Connection** – GVPCP priority, aligns with Victorian PH&W Plan priority of improving mental health
3. **Capacity Building** – priority identified for Hume Region PCPs and acknowledges the role of GVPCP staff in providing strategies to achieve collaborative action on the above priorities

Healthy Eating and Social Connection are also incorporated into three Municipal Public Health and Wellbeing plans of Greater Shepparton, Strathbogie and Moira shires.

Shared objectives

Healthy Eating: 'By 2017, increase the number of serves of fruit and vegetables consumed by children aged 0-12 and their families in GVPCP catchment'

Social Connection: 'Build inclusive, resilient and safe communities that promote opportunities for social connection in the GVPCP catchment'

Capacity Building: 'To build the capacity of member agencies to work collaboratively to plan, implement and evaluate primary prevention at a catchment level on regional priority Healthy Eating and sub-regional priority Social Connection, for the period 2012-2017'.

A comprehensive planning process was undertaken over 2011-2013 to develop IHP plans across Hume Region PCPs. This is detailed in [paper](#) presented to National Rural Health Conference in 2015.

Strategies/activities

Capacity Building strategies:

1. Facilitate the coordinated planning, implementation, monitoring, evaluation and reporting of GVPCP IHP plan
2. Lead the ongoing strategic alignment of IHP plans across Hume Region, in collaboration with other prevention platforms

3. Support member agencies through training and workforce development opportunities and provide access to information and resources
4. Provide member agencies a platform and opportunity to network, share and learn from each other
5. Disseminate findings from our work and ensure we are contributing back to the evidence base around both the regional and sub-regional priorities
6. Pursue opportunities and continue to build the future IHP workforce in the Hume Region

For Healthy Eating and Social Connection strategies, refer to [GVPCP IHP plan 2012-2017](#).

Partners

Hume Region PCPs: Central Hume, Lower Hume & Upper Hume

Member agencies: Cobram District Health, Goulburn Valley Health, Numurkah District Health Service, Primary Care Connect, Yarrawonga Health

Contribution

Shared focus on Capacity Building priority and work together to coordinate workforce development initiatives that respond to local needs and enhance collaboration and resource sharing across the region.

Member agencies funded for IHP work together under one IHP plan to achieve strategies set out for Healthy Eating and Social Connection priorities.

Achievements/results

Highlights from Capacity Building priority since 2014 include:

Communities of Practice (n=3) delivered focusing on the topics below:

- Vulnerable Communities (2014). Evaluation found a statistically significant increase of 36% in 'very good'/'excellent' level of understanding/knowledge of strategies that engage vulnerable communities in obesity prevention initiatives.
- Partnerships and Settings (2015). Evaluation found that 67% (n=8) of respondents said that they would share a particular resource with others; and 58% (n=7) said that they would make follow up contact about someone else's work.
- Social Media in Health Promotion (2016). Evaluation found that 86% (n=30) of respondents indicated that they would either 'probably' or 'definitely' apply what they learnt in the session.

Dissemination and knowledge transfer

- Four presentations (oral and poster) delivered at national conferences highlighting strengths of collaboration through Regional Health Promotion Strategy
- Journal article published '[Fruit and Vegetable Consumption in Rural Victorian School Children](#)'

Leadership -Ability to mobilise resources on an issue of significance

- GVPCP and member agencies have committed to an obesity prevention project based on community need. It aims to address factors that contribute to an "obesogenic" environment, trialling a unique approach to the prevention of complex and dynamic causes of childhood obesity. See [project update](#) for more information.

Findings from Regional Health Promotion Strategy evaluation identified significant partnership benefits:

- Regular and well-structured face-to-face meetings were viewed as critical to build relationships and trust with the catchment.
- Reducing priorities and adopting an integrated approach has led to a more supportive work environment through the creation of virtual teams, particularly for sole workers from small organisations with limited resources.
- Health promotion activity is more efficient at a catchment level since the implementation of the regional strategy and agencies are working together more effectively and sharing resources and skills

For full details of achievements against Healthy Eating, Social Connection and Capacity Building priorities, please refer to [Evaluation Reports](#)

Measures/indicators

Progress against the Capacity Building objective is monitored using DHHS IHP Performance Measures, specifically:

- Organisational Development
 - Combining IHP resources across the PCP catchment for more effective IHP investment monitored via evaluation reports that capture when agencies have shared resources (human, financial) across traditional boundaries
 - Improved integration of health promotion planning processes across IHP funded agencies monitored via surveys, focus groups, and key informant interviews
 - Enhanced organisational learning and improved practice in IHP agencies monitored via individual workforce audit completed in 2011, 2013 and due to be repeated in 2017
- Resources
 - More efficient and effective targeting of IHP resources monitored via Hume Region PCPs mapping of mutually reinforcing activities, including the number of LGAs being reached by similar interventions (Achievement Program, Smiles 4 Miles, Healthy Food Connect, social marketing initiatives)
- Leadership
 - Agencies take leadership role in IHP priority areas or programs monitored via meeting documentation of lead roles assigned, including agencies taking responsibility for chairing meetings
- Partnerships
 - Reduction in fragmented and duplicated effort as agencies work together and pool resources and skills monitored via mapping of partnership activities

Measures and indicators for Healthy Eating and Social Connection are identified in GVPCP IHP plan and evaluation reports.

PCP role

- Providing leadership and important linkages. Examples include University of Melbourne who provided support in publishing journal articles, Deakin University and Obesity Prevention Project.
- Project management support with meeting structures and processes put in place.
- Communication and networking by providing opportunities for agencies to share progress on strategies
- Information transfer with e-bulletins and population health profile.

- Ensuring practice is informed by evidence and encouraging the use of decision making tool for selection of priorities
- External evaluation of Regional Health Promotion Strategy in 2016 found that a key enabler of effective implementation of the strategy was the critical role of four Hume Region PCP IHP coordinators in leading team building processes from the beginning in 2012, which have become a central point for all work. The supportive and specialist role played by PCPs were particularly important for organisations with limited health promotion resources and an often geographically isolated, part-time workforce.