

# Participation in Health Conference 2007



## Case Study 3:

Developing a Health Promotion Plan  
within Disability Services

The South West Experience

# Portland District Health

- Portland District Health is a regional integrated health service covering acute care, aged care and primary health care
- Portland District Health through the primary care division is funded to provide integrated health promotion

# 2006/2009 Priority Health Areas

- Through a review of local, state and national health statistics, four priority health areas have been selected for focus in the next three years
  - Chronic Illness (Cardiovascular Disease, Diabetes, Tobacco Control)
  - Mental Health and Wellbeing (Work Place Stress)
  - Physical Activity (Schools and Workplaces)
  - Nutrition (Preschools and Primary Schools)

# 2006/2009 Target Groups

- The aim of any health promotion program is to reach those most at risk
- In the case of Portland District Health we are specifically targeting certain population groups to have the greatest impact on the health of our community
  - Women 30-70
  - Men 30-60
  - Children 0-10
  - Aboriginal Community
  - People with a disability

# The Beginning

- South West Sports Assembly was approached to assist disability agencies in the south west to develop health promotion plans
- Disability agencies were identified and consulted, and matched with health promotion funded agencies to act as mentors
- Portland District Health was approached and selected to become a mentor, Kyeema Centre a mentee

# Partnerships

- 90% of the programs developed by Portland District Health are within partnerships
- In 2003 a partnership between industry, health and the community was formed to develop a cardiovascular program for hard to reach men
- This program has since been rolled out to 5 workplaces and more than 90 men
- The health behaviour change has been enormous and the interest in the program (current form and other forms) has been overwhelming

# The Process

- Agency consultation
- Management, staff and client consultation
- Process, policy and documentation review
- Organisational skills audit
- Feedback and clarification
- Health Promotion Plan consultation and development
- Develop and implement implementation activity
- Document
- Evaluate

# Consultation

- Key Stakeholders
- Management
- Staff
- Clients

# Process, Policy and Document Review

- Organisational Structure
- Current programs
- Planning Days
- Professional Development
- Staffing
- Program files
- Planning, Implementation and Evaluation tools

# Organisational Skills Audit

- Developing a common language
  - Health
  - Health Promotion
  - Organisation
- Current programs
- Skills Assessment

# Skills Assessment

- The tool

*“Health Promotion Skills Assessment Tool for Organisations”*

- Predominantly made for health, however useful for other settings
- 10 point rating scale

# Areas of Focus

## A: Working in an Integrated Health Promotion Context

1. Manage self and develop professional skills and knowledge
2. Work in a team
3. Build and maintain effective collaborations
4. Communicate in a range of contexts

# Areas of Focus

**B: Integrated Health Promotion Programs Management: Planning, implementing and evaluation of health promotion programs and projects**

5. Priority setting and problem definition
6. Solution generation
7. Implementation and evaluation of health promotion programs
8. Support and resources for quality health promotion action (capacity building)
9. Effective intervention implementation

# Identified Health Issues

- Initial consultation highlighted four key priority health areas:
  - Physical Activity
  - Sexual health and reproduction
  - Hygiene
  - Nutrition and healthy eating

# Identified Barriers to Health Promotion

- Funding
- Time
- Resources
- Rural isolation
- Communication
- Professional development
- Knowledge of and accessibility of documentation regarding current programs
- No formal planning or evaluation tools

# Enablers to Health Promotion

- Team spirit
- Management support
- Resources available
- Experience through current programs

# Where to from here

1. Report on skills assessment
2. Consult with staff and management
3. Development of health promotion plan
4. Agree on an implementation activity
5. Develop a key stakeholder group for the implementation activity
6. Plan, implement and evaluate the implementation activity
7. Evaluate the process

# Useful Resources

[www.health.vic.gov.au/healthpromotion](http://www.health.vic.gov.au/healthpromotion)

- Health Promotion Skills Assessment Tool for Organisations (Department of Human Services)
- Integrated Health Promotion Resource Kit (Department of Human Services)
- Integrated Health Promotion Evaluation Framework (Department of Human Services)
- Vic Health Partnership Analysis Tool – available at [www.vichealth.vic.gov.au](http://www.vichealth.vic.gov.au)