
**CENTRE FOR HEALTH
PROGRAM EVALUATION**

First Evaluation Report

Municipal Public Health Planning Framework

Good Practice Program

November 2002

TABLE OF CONTENTS

Table of Contents	2
1. INTRODUCTION	3
2. OVERALL COMMENTS AND THEMES	5
2.1 Workshop	5
2.2 Evaluation Planning Tool	5
2.2 Site Visits	5
2.3 Timelines	6
2.4 Themes	7
2.4.1 Building upon multiple strategies	7
2.4.2 Integrated planning	7
2.4.3 Indicators	8
Table 1: Focus of Good Practice Projects	9
3. RESOURCES BEING PRODUCED	10
3.1 Integrated planning	10
3.2 Indicators	11
3.3 Community Engagement	12
3.4 Trialing the Matrix framework	12
3.5 Social Research	12
3.6 Integrated planning though the issue of waste water management	13
3.7 Workforce Development	13
4. OVERVIEW OF PROJECTS	14
4.1 Ballarat City Council	15
4.2 Banyule	16
4.3 Baw Baw	17
4.4 City of Greater Bendigo	18
4.5 City of Brimbank	19
4.6 Shire of Campase	20
4.7 Cardinia Shire Council	21
4.8 Glenelg Shire	22
4.9 City of Manningham	23
4.10 City of Melbourne	24
4.11 Moonee Valley City Council	25
4.12 Moreland City Council	26
4.13 Shepparton	27
4.14 Swan Hill Rural City Council	28
4.15 City of Wodonga	29
4.16 Shire of Yarra Rangers	30

1. INTRODUCTION

This is the first of three evaluation reports for the Good Practice Program for Municipal Public Health Plans (MPHPs), and its primary purpose is to provide useful feedback to the participating pilot projects. The Local Government Partnerships Team of the Department of Human Services funded 16 pilot projects and an overall evaluation for a 12 month period (July 2002-July 2003) as part of the Good Practice Program to support local government in implementing and managing their Municipal Public Health Plans

The purpose of the overall evaluation of the Good Practice Project is to determine:

- what has been achieved in the pilot projects;
- how it has been achieved;
- what lessons, methods, tools and strategies would be useful for other Councils in implementing their MPHP.

The emphasis of the evaluation is to produce a user-friendly final report to inform future projects, and interim reports to inform the 16 pilots during the period of the project. This first report aims to provide an update of the progress to date and to provide useful information to the pilot projects.

To undertake the overall evaluation of the Good Practice Program and to support the pilot projects in undertaking their own evaluations, the following program was developed:

- A full day Melbourne workshop was held on July 8th to provide some training and gain feedback on the first evaluation planning tool. Representatives from 14 of the 16 projects attended the workshop.
- The evaluation planning tool was emailed to the contact people nominated from each of the 16 pilot projects on 22nd July. All but one evaluation plan was submitted by 16th September.

Site visits were conducted for 15 of the 16 projects between 16th August and 7th October, with the majority of the site visits conducted in September. It is anticipated that two further evaluation surveys will be conducted with the participating projects: one in February 2003 and one towards the end of the project. These later evaluation surveys will focus on the barriers and enablers encountered by projects and the strategies Councils intend to introduce to enhance their likelihood for success. There will also be a focus on sustainability, and the strategies that will be put in place to enhance the sustainability of projects. The organisational and environmental contexts such as organisational culture, history, staff skills and practices are often neglected. Understanding the context of each of the projects is important for the transferability of tools and processes, and to identify additional strategies for action.

This First Evaluation Report documents the learnings and progress made in the pilot projects including: information received from the workshop, the evaluation plans and the site visits. There is an emphasis on the tools and resources being produced by the pilot projects in an effort to encourage a sharing of ideas and work. The following sections are included in this report:

Overall comments and themes

An analysis is provided of the emerging themes and trends in the projects. Comments are also made in this section on the progress of the evaluation and support strategies undertaken as part of the overall evaluation of the Good Practice Program.

Resources being produced

This section lists the tools and resources being produced by Councils during their projects. These tools and resources have been collated thematically to enable Councils to identify projects with similar objectives and/or processes.

Overview of projects

This overview is organised alphabetically by Council to provide an overview of each of the projects. This section also serves as a reminder to Councils of the questions that they and others would like answered about the projects being conducted. Also included is the list of end products that each Council indicated that they would produce for the final evaluation report. In many cases, the final product will be in the form of a case study documenting the processes, learnings and obstacles encountered in implementing their project.

Should Councils have any queries about this report or would like assistance with their evaluation, please contact the evaluators Theonie Tacticos (t.tacticos@unimelb.edu.au) or Helen Jordan (h.jordan@unimelb.edu.au) or telephone the Centre for Health Program Evaluation on (03) 9496 4440.

2. OVERALL COMMENTS AND THEMES

The evaluation support provided to the Good Practice Pilot Projects has included: a workshop in Melbourne to provide some training in evaluation and refine the first evaluation planning tool; the evaluation planning tool which was to be completed by each of the projects to assist in refining their projects and to provide information to the evaluators; and the site visit which provided tailored information and advice for each of the projects and expanded on the information provided in the evaluation plan.

2.1 Workshop

A full day Melbourne workshop on was held in Preston on July 8th to provide some evaluation training to the participating Councils and to gain feedback on the draft of the First Evaluation Planning Tool. 33 people attended the workshop with representation from 14 of the 16 pilot projects and each of the regional DHS offices. As outlined in the final section of this report, during the workshop, time was spent in small groups discussing the questions participants wanted to know about their own projects and the projects of other Councils.

2.2 Evaluation Planning Tool

The aim of the first Evaluation Planning Tool was to provide the evaluators with updated information on the projects and to assist projects in developing and communicating their evaluation plans. This provided useful information to the evaluators prior to the site visits.

The evaluation planning tool consisted of a template for Councils to report their evaluation plans. This was emailed to the nominated contact person for each of the 16 Councils on 22nd July. This template was accompanied by a guide to assist its completion and requested information on project objectives, outcomes, products, and proposed evaluation criteria and methods. Modifications had been made to some of the projects since the original proposal application, which was to be expected. Some projects had been rescoped, resulting in a narrower or slightly different focus. The main purpose of the Evaluation Planning Tool was to identify what information Councils needed to gather, and from whom, about their projects. For example, how were Councils proposing to gather information regarding whether project objectives were being met, the quality and extent of implementation, and what barriers were being encountered.

Over the remaining time of the projects, Councils will be asked to complete two more Evaluation Tools. Each tool will have a slightly different emphasis and questions to reflect the different stages of the pilot projects. Later tools will ask questions about the value of a range of support systems, sustainability, and about the progress of projects.

2.2 Site Visits

The purpose of the site visits was to provide tailored feedback to each of the pilot projects on their Evaluation Plan and to discuss and brainstorm strategies to address

any gaps or problems. Site visits were conducted with 15 of the 16 pilot projects from 16th August until 7th October, with the majority of the site visits conducted in September.

The site visits lasted on average two hours. The longer site visits were generally required for those projects some way into their implementation phase and grappling with barriers they were facing. These longer site visits often involved discussing and brainstorming potential strategies to address issues.

Many projects reported on the value of the template, site visits and workshop in focusing their project activities. With regard to the Evaluation Planning Tool, project personnel often commented that they found the Evaluation Planning Tool a very useful document which extended their thinking about the implementation of their project. As such, the Evaluation Plan was not only about how and what information they would gather for their evaluation, but it was also a plan which provoked their thinking about project objectives, implementation of their projects, and the nature of their planned strategies. People particularly liked the focus on quality and processes, rather than the more commonly experienced emphasis on monitoring. One project however, commented that the Evaluation Plan was basically their grant proposal transposed. However, when probed, it became apparent that this project had been slow to start and not much progress had yet been made. A more formal evaluation of the template, site visits and workshop will be undertaken at a later point.

Whilst the majority of the Evaluation Plans were completed very well, a small number had difficulties, and the site visit served to clarify these difficulties and explain the Evaluation Plan specifically for their project. To this end, four Councils indicated that they saw value in re-doing their Evaluation Plan. However, to date, only one Council has taken this opportunity. Not surprisingly, it was the table in Question 4, which requests information regarding the evaluation and sources of information, which caused the most difficulty.

2.3 Timelines

There seemed to be a wide variation in the progress being made in the pilot projects. At the time of the site visits, most of which were conducted in September, it appeared that some projects were well into their implementation, whilst a small number had not really commenced. Some of the delays were due to the inability to attract staff, this was particularly difficult for one rural project; and another experienced delays in gaining approval by management for various elements of the project.

The overall evaluation will need to consider these staggered timelines because those projects with a delayed start date may not be ready to provide information to the overall evaluation in time for the final report. It is worth noting though, that barriers experienced by project staff in implementing their projects and strategies adopted to address these barriers will provide useful information to future projects.

2.4 Themes

The broad foci of the projects are listed in Table 1 on page 9. Councils might find this table useful to identify similar projects. A number of common themes have emerged from the projects which are now explored.

2.4.1 *Building upon multiple strategies*

The site visit commenced with a discussion of the overall purpose of the evaluation and format of the final report. Attention was drawn to the last page of the Evaluation Plan which outlined the information expected in the next two Evaluation Questionnaires. Thus the purpose of the Evaluation Plan was to ensure that Councils gathered the necessary information to enable completion of the next Evaluation Questionnaires. Of particular interest was the discussion relating to what they would recommend to Councils undertaking a similar project, as it raised the importance of the organisational environment. This related to how transferable their project was to other Councils. It was in this discussion that people started to discuss the broader context of how the project fitted into what else they were doing in the Council. Questions raised and tackled included: What other projects and work had been undertaken that impacted on the success of their project? What were the 'pre-conditions' that other Councils needed to be aware of in implementing a similar project? It was during this discussion that people started becoming aware of the generally 'invisible' context of their organisations and environment they normally took for granted, for example the organisational culture, history, staff skills and practices.

It became apparent during this discussion that the Councils making the most progress were those with a range of other associated initiatives underway or completed. In these cases, the Good Practice Program was seen as part of a larger agenda for change. For example, some of the other initiatives included:

- Triple bottom line accounting;
- The Health Promotion Short Course conducted by DHS;
- Social indicators project; and
- Community Building initiatives.

Although people had had 'good ideas' for initiatives, they were not able to operationalise them without the grant funding. It was the injection of specific additional dollars through the Good Practice Program that enabled them to garner other resources in the organisation, such as staff time.

Conversely, some of the Councils who were finding it difficult to make progress were those where there was not the organisational nor management support, understanding, or history of integrated planning and the social model of health. Even in some of the projects being conducted with multiple Councils, greater than anticipated differences in organisational environment and understandings had emerged between the partner Councils, which needed to be addressed in the project's implementation.

2.4.2 *Integrated planning*

Some of the Councils focusing on Integrated Planning have narrowed their focus on an issue to harness people's efforts, for example Banyule has now focussed their integrated planning on increasing physical activity, and Wodonga now has a focus on

young people. Yarra Ranges whose focus is the natural environment, specifically waste-water management and reducing its impact on the native vegetation, is trying to achieve integrated planning, both internally and externally. Internally, there are a number of Departments within Yarra Ranges with a strong commitment to waste water management who have become engaged with the project, and externally the focus is on engaging the support of the water companies, without whose co-operation the project would not be possible.

In contrast, Melbourne and Moonee Valley Councils have remained focussed on the broader generalised issue of integrated planning.

2.4.3 Indicators

There was a range of perspectives as to the nature and form of indicators that Councils were addressing. Manningham is collecting a comprehensive set of indicators based upon the *Environments for Health* four dimensions: built, natural, social, and economic environments, while other Councils are making decisions on what data to collect based on their MPHP, ie what information would give them an indication of their progress.

However, some Councils had not identified the success criteria for the selection of their indicators i.e. ease of measurement and replicability in the future. They had not sufficiently identified what it was they wanted to know from their indicators, i.e. what would the indicators tell them? How many indicators did they need? What kind of indicators would sufficiently inform management to be able to make decisions? These projects with an indicator focus will inevitably provide useful and valuable lessons in the development of indicator information systems for municipal public health planning.

Table 1: Focus of Good Practice Projects

1= main focus, 2= secondary focus, 3= likely to be impacted upon.

This information is collated from Council's responses to question 3 of the Evaluation Plan

Council	Integration of Planning Activities		Improved responsiveness to a re-determined priority health issue	Prioritisation process in public health	Capacity-building through workforce skill organisational development	Community Participation and engagement in planning	Profiling and Monitoring Health Status and Wellbeing	Trialing the 'Environemnts for Health' framework.
	Internal	External						
Ballarat	2	2		2		3		1
Banyule	1	1	2 (Physical Activity)		3			2
Baw Baw		2	1 (Mental health)		2			
Bendigo	1	1		2	2	1	1	1
Brimbank				2		1		
Campaspe	1	1		1	1	1	2	3
Cardinia/Casey			1(Post Natal Depression)			2		3
Melbourne/Yarra	1				2	3		
Glenelg				3	1	3		
Manningham	3	3		3		3	1	2
Moonee Valley	1	1		2	1	3		2
Moreland	2	2		3	2	2	1	2
Shepparton	2				1	1		
Swan Hill	1	1					2	
Wodonga	1	1			1	3		3
Yarra Ranges	1	1	1 (natural environment)					

3. RESOURCES BEING PRODUCED

This section lists the tools and resources being produced during the process of Councils conducting their project. These tools and resources have been collated thematically to enable Councils to identify similar projects and relevant resources. It is hoped that this will promote the sharing of ideas and tools to avoid duplication and stimulate better practice. This information was gathered from responses to Question 13 in the Evaluation Planning Tool and refined during the site visits. Some Councils appear under more than one category.

To further promote sharing of progress and ideas between the pilot projects, it is proposed that a day long workshop be conducted in February 2003 to focus on the two most common project themes: integrated planning and indicator development. It is proposed that the first workshop in February 2003 will in fact be two half day workshops. The focus of the first half of the day will be on indicator development and the second half day on integrated planning. The purpose of these voluntary sessions will be to share resources and discuss common issues of concern, and share successful strategies. It is hoped that a similar third half day workshop will follow, focusing on community engagement, another common theme within the projects. It is hoped that the seminars will also prove useful to projects with additional foci.

3.1 Integrated planning

Five projects indicated that their focus was primarily on integrated planning. Many of these projects involve an assessment of current practices or knowledge and then the development of training to stimulate greater integration.

Banyule – a focus on physical activity

- Literature review on partnerships
- Framework for evaluating their partnership and project

Bendigo – internal integration was a minor part of the project

- Training notes and overheads from a workshop on the role of Council in health and wellbeing planning

Melbourne

- Evaluation tool for assessing understanding of social determinants of health amongst Council officers and managers
- Training workbook and other materials for Councillors and senior managers
- Computerised reporting system for planning

Moonee Valley

- Questionnaire for staff and Councillors to determine extent of knowledge and practice which supports the social model of health and integrated planning
- Training materials on integrated planning
- Health and wellbeing framework of the Council's activities

Wodonga - a focus on young people

- Audit tool of existing planning processes that reflect the social model of health. Two audits will be conducted, a pre and post audit
- Documenting how training needs were identified, and what they were
- Training material from the three workshops to be conducted, one for each of the three participating Councils to reflect their different needs and different project or action focus

3.2 Indicators

As indicated in the previous section, there was a wide range of perspectives and approaches to the development of indicators.

Bendigo

- Training notes and overheads from the *Imagine Bendigo* community forum
- Forum plan of the community leadership workshop to develop community priorities
- Literature review of international, national, state and local policies in health and wellbeing.
- An analysis of health and wellbeing issues in Bendigo.
- A method of identifying and collecting data for social indicators. Will also develop pictorial ‘snapshot’ indicators to be used in the local papers to provide updates of progress

Campaspe

- Format for conducting community workshops to gather information for the MPHP
- Method of developing their health profile
- Development of health indicators
- Training notes on conducting social research

Manningham

- Developing indicators across each of the four domains: social, economic, natural, and built environments
- Will report on data availability and gaps in the data
- Plan of data collection methods for future measurement of indicators, which looks at quality and improvement issues

Moonee Valley – indicators are a minor element of the project

- Development of health indicators for 50% of department service plans

Moreland

- Developing a suite of 20 indicators which reflect the MPHP priorities
- Literature review of the determinants and indicators of health and wellbeing
- Rationale for the selection of indicators, their validity and concerns regarding their use
- This will include a list of riders explaining what health and other information can and cannot be inferred from the indicators. The rationale includes comments about the replication, costs and useful timeframes of gathering information
- List of agreed community health and wellbeing indicators on Council’s website, which includes a capacity to present current status and any shifts over time.

Swan Hill

- Developing indicators which demonstrate success of MPHP across the three Shires
- Workshop plans for training being conducted in each of the Shires

3.3 Community Engagement

The approach to community engagement was quite different across the different pilot projects. However, Councils will still find it useful to share and brainstorm strategies.

Bendigo

- Mechanisms for engaging the community

Ballarat

- Mechanisms for engaging the community

Moreland - a secondary focus for their project

- Community consultation regarding their indicators

Shepparton

- Overheads and support material for their 'Roadshow' for communicating with community groups about the MPHP and to gain their feedback on the MPHP
- Literature review of evaluation of implementation
- Computer based reporting system for staff to complete

3.4 Trialing the Matrix framework

The City of Ballarat matrix has expanded the 'Environments for Health' framework to include dimensions for the stages of life focus of the population group, and considered the global, community or neighbourhood impact (or cause) of the issue. The social and economic dimensions are also expanded to consider family, political, and other community aspects. This project has an emphasis on community engagement and social research.

Ballarat

- Matrix – planning matrix and research processes
- Website of the matrix
- Posters of the matrix
- Information sheets on the 'Stages of life' model.

3.5 Social Research

These projects are investigating strategies for providing more appropriate services and facilities to particular groups. In both projects, the involvement of the target group is a central strategy and so too is the engagement and partnership of a range of organisations.

Baw Baw

- Training notes and overheads for facilitating focus groups for Kooris, young males, and service providers.
- Forum plan for program development for Koori and young males

- List of existing programs for Kooris and young males.
- Review of programs that work for Kooris and young males.
- Developing funding criteria for programs for Kooris and young males
- Focus group questions and findings.

Cardinia Shire Council

- Developing a series of packages to advocate the findings of their research into how to support women with young children to prevent and reduce post natal depression. Three different packages will be produced for: service providers; community development workers and community groups; and local government planners.

3.6 Integrated planning though the issue of waste water management

Shire of Yarra Ranges

- Forum Plan for developing strategic directions for a waste water management plan
- Literature review for a waste water management plan
- Letters and information sheets on aspects of waste water management

3.7 Workforce Development

Glenelg

- Recruitment strategy and an information package to attract professionals to a rural setting
- Professional development and support package which is part of an overall retention program

4. OVERVIEW OF PROJECTS

The overview of the pilot projects has been compiled from a combination of the evaluation questions developed by participants during the July 8th workshop and the responses from Question 12 in the Evaluation Plan regarding the final report material to be developed by each project. This information was refined and expanded during the site visits. The overview of Brimbank's project only includes information in the original project application.

A starting point for exploring what information would be useful to gather from the pilot projects, was the work undertaken in small groups at the July 8th workshop. In addition to Councils reflecting upon what questions they would like to have answered about their project at the end of the 12 months, other participants developed a list of questions they would also like to have answered about the project being discussed. The intention of this process was to promote the gathering of information most useful to assess the both the success of projects and to gauge transferability to other Councils. This work was expanded in the Evaluation Planning tool where Councils were asked to record the evaluation criteria and questions for their project, and the format for documenting their project. In all cases this information was expanded during the site visit.

In addition to the resources listed in Section Three, the final 'products' produced by the projects are commonly to be in the form of case studies documenting the processes, learnings and obstacles encountered. At the site visits, many people responded positively to the prospect of documenting the background information and assumptions about their organisations and work environments that they commonly took for granted.

In this section is a list of each project, organised alphabetically by Council. Included in the outline for each project is the contact person, the aims, useful questions identified during the workshop and the end products of each project. It is hoped that this summary will provide a useful overview of the projects being undertaken as well as serve as a reminder to each of the projects of their own plan of action.

The next phase of the Evaluation of the Good Practice Program will involve completing two additional questionnaires. Each questionnaire will have a slightly different emphasis and questions to reflect the different stages of the pilot projects, and will ask questions about the value of a range of support systems, sustainability, and about the progress of the projects.

For further information and assistance, please contact the evaluators Theonie Tacticos (t.tacticos@unimelb.edu.au) or Helen Jordan (h.jordan@unimelb.edu.au) or telephone the Centre for Health Program Evaluation on (03) 9496 4440.

4.1 Ballarat City Council

Contact: Craig Marshall, Phone: 53205627, Fax: 53335072, Email: craigmarshall@ballarat.vic.gov.au

Title of project: Ballarat MPHP Planning Matrix and Research Processes

Aims:

- To provide an integrated, comprehensive, inclusive and dynamic approach to municipal health and well being planning in Ballarat based on principles of equity diversity and sustainability.
- To pilot the Ballarat matrix

Information useful to own project:

- Short-term change to planning processes
- Education strategies linked to Councillors
- Other social planning tools (and relevant evaluations)

Information useful to others:

- The difference between this and previous MPHPs produced by Ballarat City Council
- Use of the “matrix” approach – strengths and weaknesses
- Use of VicHealth project (internally/externally)
- Linkages to MSS and Corporate Plan
 - strategies to impact
 - extent of impact
- Consultation (with community and internal)
 - processes
 - analysis of value
- Engagement by executive and management across Council
- Influence of MPHP materials within the context of individual neighbourhoods
- Linkages with other major specific projects
 - Wendouree Community Renewal
 - Primary Care Partnerships

Final report information:

- How they developed and promoted the matrix, and the various uses for the matrix.
- Mechanisms for involving community stakeholders in the planning process, and collaborating with PCP and Ballarat Healthy Community Committee.
- How the ‘Stages of Life’ dimension was focused upon in the MPHP process? Usefulness of Stage of Life Framework, limitations and how it could be improved.

4.2 Banyule

Contact: Helen Clough, Phone:9457 9979, Fax:9457 2499, Email: helen.clough@banyule.vic.gov.au

Title of project: *Partnership and Integration Evaluation: ensuring planning makes a difference (to encouraging physical activity)*

Aims:

- Evaluate current systems and processes being utilised to achieve an integrated approach to Municipal Health Planning across Banyule City Council and with our external partners.
- Adopt and trial the new framework “Environments of Health” as a tool and good practice approach to integrated health planning.
- Develop, document and publish a planning framework based on learning from the first two aims to use across the sector in further developing integrated municipal health planning.
- The overall project goal is to create an action learning evaluation framework that targets integration and partnering issues involved in Municipal Health Planning, using the focus of encouraging physical activity.

Information useful to own project:

- Partnership and collaborative planning
- Inter-sectoral approaches
- Ways to communicate complex frameworks simply

Information useful to others:

- How to educate Council
- Sustainability of the process/longevity of plan and planning process
- Process for developing indicators

Final report information:

- Framework of the processes necessary to support integrated planning.
- Case study of the process of engaging partners, including a discussion of the preconditions of integrated planning.

4.3 Baw Baw

Contact: Bronwyn Saffron, Phone: 5624 2453, Fax: 5622 2287,
Email: bronwyn.saffron@bawbawshire.vic.gov.au

Title of project: *Mental Health – It's Everyone's Business – with a focus on young males and Kooris*

Aims:

- To raise the profile of mental health issues, relating to young men and Kooris, within the community through advocacy, the engagement of service providers and the whole of Council, and by the development and/or promotion of programs that are sustainable.

Information useful to own project and to others:

- Techniques for engagement – what worked, what did not work
- What ideas work well to increase awareness
- Useful indicators and measurements of change

Final report information:

- Case study outlining process of engagement of service providers, Kooris and young males.
- Case study also outlining the process for identifying and reviewing the existing programs that addressed the sense of belonging for the two different target groups: the Koori community and young males. How did you assist these groups in identifying issues that impact on their health and wellbeing, which current programs do not address?

4.4 City of Greater Bendigo

Contact: Vanessa Wait, Phone:5434 6275, Fax: 5434 6212, Email: v.wait@bendigo.vic.gov.au

Title of project: Bendigo Community Leaders Planning Process

Aims:

- To develop a mechanism that engages Bendigo's leaders who are prominent in achieving improved health and wellbeing outcomes. Its purpose will be to enable Bendigo's Health and Wellbeing Leaders to:
 - Become informed on health and wellbeing developments throughout the community
 - Share developments in their own sector with other community leaders
 - Collaboratively develop goals for a healthy future for this community
 - To develop a set of social indicators to measure the health and wellbeing of the community

Information useful to own project and to others:

- Sustainability indicators and how they were developed
- Definition of sustainability
- Health and wellbeing leaders workshop
- Ownership of project, both internally and externally
- Engagement of whole of Council
- Documentation of the process

Final report information:

- Guidelines for development of social indicators, gathering data and disseminating to the community
- Methodology for engaging the community

4.5 City of Brimbank

Contact: Wendy King, phone: 9249 4000, Email: wendyk@brim.vic.gov.au

Title of project: Making it happen – Laying the building blocks for a better community

Aims:

- To develop a practical resource for empowering community leaders through their partnership with the local Council to develop future strategic directions to improve the health and well being of the local community.

Missed July 8th workshop so there is no section about what others want to know about the project

Final report information:

- Case study of process of engaging and training community leaders
- Model of engaging and training community leaders

4.6 Shire of Campaspe

Contact: Jean Andrews, Phone: 5481 2240, Fax: 5481 2290, Email: j.andrews@campaspe.vic.gov.au

Joint project with Murray Shire, NSW, and Campaspe Primary Care Partnership

Title of project: Campaspe Murray Social Research Project

Aims:

- To develop a strategic focus for public health in the Shire of Campaspe, including the neighbouring township of Moama in Murray Shire, New South Wales.
- To undertake social research to identify the health needs of the Campaspe and Murray communities, to further investigate the existing burden of disease priorities as identified in the Campaspe Primary Care Partnership Community Health Plan.
- To provide for Campaspe and Murray Shire staff to work in conjunction with an external expert in social research techniques to develop successful public health planning strategies.
- To ensure the successful implementation of effective community planning frameworks as demonstrated by the development of the Municipal Public Health Plan and the implementation of its goals and objectives.
- To develop a document that will be available for shared usage with other municipalities.

Information useful to own project:

- Utilising existing data, and gaining knowledge in areas lacking, for example, social research
- Skills transfer to existing staff of social planning
- Ways for determining relevant information
- Ongoing establishment partnerships/cross-border

Information useful to others:

- Ways to engage stakeholders - different Councils
- cross-border
- Ways of presenting information - accessibility to the community, across Council departments and other partners

Final report information:

- Model for health profile
- Develop criteria for updating the data in the health profile/ health indicators.

4.7 Cardinia Shire Council

Contact: Colette McInerney, Phone: 5940 2643, Fax: 5940 1936,
Email: c.mcinerney@cardinia.vic.gov.au

Joint project with City of Casey

Title of project: *Post Natal Depression in the urban growth corridor – Better targeting our responses*

Aims:

- The project aims to identify more appropriate responses for families living in newly formed estates¹ where mothers have experienced Post Natal Depression (PND).
- Responses will include strategic interventions including:
 - Service provision
 - Community activity/support
 - Local area planning² for new estates

Information useful to own project and to others:

- How to engage mothers of young children
- What format of information is most useful for targeting the various groups
- How to engage the range of professionals and organisations to provide services and facilities in line with the requests of the mothers of young children
- What are the services and facilities requested by mothers of young children

Final report information:

- Case study of how to engage mothers of young children to participate
- Case study of process of engaging the range of professionals and organisations involved in service delivery

¹ Newly formed estates are defined as discrete geographical areas distinct from other estates and nearby suburbs; a 'sizeable' area of housing ie more than 40 residences/lots, with residences organized in a cluster of two or more streets, at medium density; residences no more than five years old (built from 1997 onwards).

² Local area planning to include: provision of specific facilities; infrastructure within the 'built' or 'natural' environment; and urban planning principles.

4.8 Glenelg Shire

Contact: Greg Andrews, Phone: 5522 2229, Fax: 5522 2290, Email: gandrews@glenelg.vic.gov.au

Joint project with Southern Grampians, Moyne, Warrnambool, Corangamite

Title of project: *Putting the “C” back in Capacity – targeting environmental health professionals to rural S.W. Victoria*

Aims:

- To develop and implement a professional development program for under graduate Bachelor of Health Science (Public & Environmental Health) students.

Information useful to own project:

- Barriers to health professionals coming to rural communities
- Learnings from other rural communities
- Strategies for collective planning
- Pathways to recruitment and retention – entry/exit interviews
- Succession planning
- Package of promotion

Information useful to others:

- Recruitment and retention of health professionals
- Communication strategies for joint planning process

Final report information:

- The model of the support systems and packages for recruitment and retention.
- Examining the differences in the project between the different shires and the ways of working co-operatively across the five municipalities

4.9 City of Manningham

Contact: Jan Loughman, Phone: 9840 9234, Email: jan.loughman@manningham.vic.gov.au
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Title of project: *The Manningham Health Status Profile Project*

Aims:

- To produce a Health Status Profile for the City of Manningham which includes data and information about factors that impact upon the health of the Manningham population. The data will be the most current available. Included in the Profile document will be the data sources and anticipated timeframe for data updates, thus enabling the City of Manningham to update the Profile on a regular basis.
- The Health Profile Project is designed to:
 - source available data;
 - analyse implications for the health status of Manningham's population, where possible;
 - identify gaps in data availability.

Information useful to own project:

- Impacts on cultural change within Council
- Examples from overseas
- Indicators and data collection: built; natural; economic; social.
- Communication strategy
- Assistance with development of priorities
- Ongoing update of information - development of model, how to maintain a living document
- Assistance with most relevant data collection, ensuring no duplication
- Local data which is not available from other sources

Information useful to others:

- Process
- Framework developed
- Links with M.P.H.P.
- Reciprocity of information with key stakeholders
- Intersectoral impacts

Final report information:

- Case study of the process to access the information, in addition to the indicators themselves. Whilst the indicator results relate to the health and wellbeing of Manningham, the indicators and the sources of the information will be useful to others.

4.10 City of Melbourne

Contact: Grace Blau, Phone: 9658 8807, Fax: 9658 8813, Email: grabla@melbourne.vic.gov.au

A joint project with the City of Yarra

Title of project: *Embedding Public Health into the Business of Local Government*

Aims:

- To apply the new MPHP framework in development and evaluation of strategies and structures that assist two inner metropolitan councils to integrate public health planning into other council planning. The focus is on action research methods that enhance networking and communication to formalise links between divisions, units and branches within each Council.

Information useful to own project:

- Measures of sustainability
- Incorporation of processes for planning
- New inter-divisional planning networks and/or committees formed,
- New reporting templates for planning developed,
- IT planning systems developed or adapted,
- Proposed strategic plans and their objectives/actions include references to socio-environmental determinants of health and evidence of collaboration across relevant work areas. Direct attributions in the City plan to initiatives informed by MPHP or social determinants of health.
- Decision making protocols and/or processes that consider social, physical, and economic issues in an integrated manner.
- Action research processes – identification of “good/not so good” strategies
- Steps taken –How was the project done? How did change occur?
- Input --- % change with respect to original contacts (knowledge, behaviour, values/attitudes)
- Champions/allies with respect to project and their shift over life of project

Information useful to others:

- Methodology – How was the project done? How did change occur?
- Achievable short-term change
- Anticipated medium/longer term change – if different to what was originally thought
- Intersection/Impacts with other projects
- Impact on and of external environment

Final report information:

- Case study of how the capacity of the workforce to undertake integrated planning was reviewed, and the findings of the review.
- Model of new integrated planning structures and processes adopted.

4.11 Moonee Valley City Council

Contact: Angela Vindigni, Phone: 9243 8802, Fax: 9375 4393, Email: AVindigni@mvcc.vic.gov.au

Title of project: Health Incorporated

Aims:

- Build on current practices to develop a model to enhance the health promotion capacity of an organisation which is transferable across participating agencies of the Health Plan Implementation Group.

Information useful to own project:

- Engagement of staff
 - how
 - barriers and enablers
- Financial issues, ie resources used in the project or saved through integrated planning
- Changes that occur of practices within Council departments to become more health enhancing/oriented
- The extent that health impacts and implications are included as criteria for Council decisions
- Documented changes in service plans to include health implications

Information useful to others:

- Barriers and enablers
- How to consider health in decision making. What strategies are the most effective in achieving this change

Final report information:

- Case study to describe how the workshops were marketed to internal managers and Councillors, describing what worked at getting them involved, what were the critical success factors.
- Case study of the development of the health and wellbeing framework.

4.12 Moreland City Council

Contact: Kerry Stubbings, Phone: 9240 2287, Fax: 9240 1212, Email: Kstubbings@moreland.vic.gov.au

Title of project: *Health Planning for Sustainable Progress -The Moreland Community Population Health and Wellbeing Indicators Project*

Aims:

- To integrate planning, partnerships and community participation by establishing an agreed set of issues and process for monitoring and evaluating health and wellbeing in Moreland. This will be achieved through a process of developing agreed indicators of community health and wellbeing in Moreland and a system of reporting progress on these through an easily accessible web based system and other reporting formats.

Information useful to own project and to others:

- Where was the MPHP up to, to enable the indicators project to proceed
- Information on other indicators work
- Indicators that work for Moreland
- Identify the internal processes in the project
 - How project was managed
 - Identify pitfalls
 - Steps and timeframe involved in project
 - Monitor the in-house contribution to project (the resources)
 - Communication: formal and informal
- How have we engaged and integrated other stakeholders, organisations and the community

Final report information:

- Methodology for developing indicators which includes the use of both primary and secondary data sources
- Community engagement process in monitoring and understanding progress in population health and wellbeing.

4.13 Shepparton

Contact: Dennis Wapling, Phone: 5832 9527, Email: dennis.wapling@Shepparton.vic.gov.au

Title of project: An effective Community Development Approach to Public Health Planning

Aims:

- To promote an integrated “whole of council” approach to public health planning
- To facilitate community ownership and community participation in public health planning and implementation
- To incorporate an effective evaluation framework/mechanism

Information useful to own project and to others:

- Level of community awareness and interest
- Sustainability and continuity after the ‘roadshow’ has finished (The ‘roadshow’ is a resource package used for presentations to inform and communicate with communities and organisations about the MPHP.)
- Interface with other Council activities: e.g. how many projects have had a social/health plan consideration
- Relationships with service providers and Melbourne University Dept of Rural Health
- Communication of planning issues and strategies to Council and community

Information for final report:

- Case study documenting the process and success of facilitating local communities to take ownership of the planning and development process
- Case study of the process of increasing engagement of different Council areas and linking performance objectives to MPHP
- Model outlining the new internal strategy to support integrated planning
- Model of the evaluation framework for ongoing monitoring, review an evaluation of MPHP

4.14 Swan Hill Rural City Council

Contact: Roxanne Fox, Phone: 5036 2380, Fax: 5036 2340, Email: rfox@swanhill.vic.gov.au

Joint project with Gunnawarra and Buloke Shires

Title of project: "Living and Working Together" – A Public Health Plan for Buloke Shire, Gannawarra Shire and Swan Hill Rural City

Aims:

- Adoption of an amalgamated Southern Mallee – wide MPHP/CHP (Community Health Plan) framework and process that includes a single set of indicators against existing health and well being outcomes and a set of measures and agreed processes at each Municipal level.

Information useful to own project:

- Measure the implementation
- Identify what works well with the implementation process
- What has been the impact of the project
- Assessing what can be done with the resources
- What were the differences in how the project was implemented and received in the different Council partners

Information useful to others:

- What was difficult to measure and why (and vice versa) what was easy to measure
- What information was most useful to measure
- How to engage other areas of Council and the community

Final Report information:

- Case study – engagement of staff
- Framework for indicators

4.15 City of Wodonga

Contact: Patience Harrington, Phone:02 60559 200, Email: Patience_Harrington@cow.mav.asn.au

Partnership between City of Wodonga, Indigo Shire and Towong Shire.

Title of project: Integrated Planning for Healthy Communities

Aims:

- To develop and consolidate internal planning approaches that reflect the social model of health (Environments for Health framework)
- To ensure integration of internal planning approaches towards understanding the needs of young people
- To undertake workforce training across the three shires
- Evaluate process and project outcomes

Missed July 8th workshop so there is no section about what others want to know about the project

Final report information:

- Potential Case Studies to describe:
 - How existing planning processes were audited, both generally and for young people
 - How workforce training needs were identified and what they were
 - Reflecting on the differences on implementing the project across the three quite different municipalities
 - Guidelines or recommendations on approaches for integrated planning options – both generally and for young people

4.16 Shire of Yarra Rangers

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Title of project: “Integrated Planning and Health – waste water in the Dandenongs”

Aims:

- The project aims to develop integrated planning opportunities that promote and deliver health and wellbeing by building on:
 - the Shire’s commitment to the natural environment and community sustainability
 - the great community capacity that exists to protect and conserve the natural environmental assets that exist in the Yarra Ranges Shire

Information useful to own project:

- Tools and processes that worked for stronger links – collaboration
- Barriers and enablers between generating understanding and agreement between planners and environmentalists
- Other success stories – learnings
- Positive social outcomes – marketing natural environments
- Development of Council policy
- International case studies/projects

Information useful to others:

- Documentation of processes for other planners and Council staff
- Council’s policy

Final Report information

- Case studies for each of the objectives i.e. to gain stakeholder direction to address waste water management, to gain council agreed position and community understanding and commitment. This project aims to achieve integrated planning through the focus of the environment