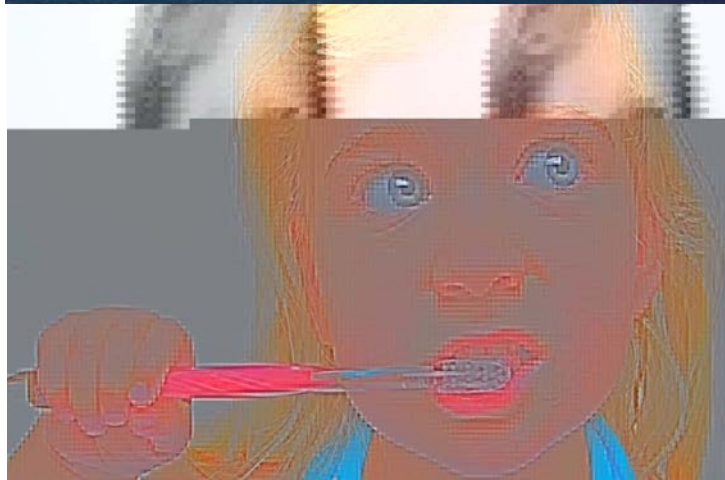


# South West Primary Care Partnership Strategic Plan 2017-21



# Background

The Primary Care Partnership (PCP) is a Victorian Government initiative which provides funding to improve; access to services, continuity of care and the health and wellbeing of communities, as collective partnerships.

The program focuses on supporting PCP member agencies in the areas of:

- Integrated prevention and health promotion
- Strengthening partnerships
- Better coordination among services
- Creating greater equity and access to services for vulnerable people

A number of guiding principles inform PCP action at the state-wide level, which includes;

- Transparent line of sight – *from state policy to local action*
- Leadership at every level – *support across multiple organisations to drive population health change*
- A focus on equity – *universal and targeted interventions to support vulnerable population groups*
- Culture of action, reflection and experimentation – *to enhance strategy effectiveness*
- Outcomes focused
- Prevention at scale
- Whole of community, whole of systems approach
- Emphasis on multi-risk factor approaches- *across multiple settings*
- Mutually reinforcing activities

This plan outlines the strategic directions of the South West Primary Care Partnership over the next four years and how and where it will focus its funded resources. It has been designed in alignment with the above guiding principles and builds on previous successes.

## Who are we?

The South West Primary Care Partnership (SWPCP) is a voluntary alliance of over thirty health and community service agencies in South West Victoria, incorporating the three local government areas of Corangamite, Moyne and Warrnambool.



## Our Vision

To be a leader of sustainable partnerships, improving the health and wellbeing of our local communities.

## Our Values

- *Leadership* – we strive to be a leader in supporting innovative and evidence-based practice in health & wellbeing
- *Excellence* – in all initiatives, to aspire toward excellence
- *Strategic* – to look beyond the immediate and toward those initiatives that provide the best outcomes for our communities and partners
- *Innovation* – to be willing to try to develop new approaches, models and processes, that promise better outcomes
- *Collaboration* – looking for strategic and sustainable partnerships that create focus, increased impact and communities of interest
- *Success* – we measure and celebrate success with the goal to improve the health & wellbeing of each of our communities

# Our Principles

## Capacity building

- Providing networking and workforce development opportunities for priority areas to enable shared learnings, evidence based practice, new approaches and models
- Facilitating access to quality improvement initiatives that focus on integrated approaches to care coordination, sharing client information, improved client journey and the delivery of self-management support to consumers

## Sustainability

- Prioritising those areas that are supported by community member organisations as locally relevant, creating structures that embed initiatives into on-going business
- Willing to commit to working on 'wicked', complex issues needing sustained, long-term solutions and resources.

## Partnership

- Facilitating and supporting existing and new partnerships around the strategic priorities
- Ensuring that work aligns with the identified values of the partnership
- Promoting and supporting high levels of communication and collaboration between member agencies

## Prevention

- Supporting our members to work across the spectrum of disease prevention, early intervention and health promotion, in order to minimise the harmful impacts of disease, injury and health deterioration
- Promoting proactive approaches to health & wellbeing, in order that our communities thrive, are resilient and socially connected.

# Our Governance

SWPCP is governed by an elected Executive Committee composed of member agency representatives. The Executive Committee meets regularly and is responsible for setting the strategic direction, monitoring progress and managing risks of SWPCP. A formal partnership agreement governs the activities of SWPCP. The functioning of the partnership is reviewed on a regular basis.

The current Executive Committee members are:

- Doreen Power (Chairperson) – CEO, Lyndoch Living
- Vikki King (Vice Chairperson) - Director of Community Engagement, Warrnambool City Council
- Richard Zerbe (Finance Audit) – CEO, Community South West
- Sue Fleming – Community Representative
- Kerryn Anderson – Director of Primary and Community Services - South West Healthcare –
- Aneill Kamath – Senior Manager Great South Coast - WVPHN
- Joe Anne Nicholas – Manager Western Region OzChild

## Planning Process

SWPCP staff and member agencies have been involved in a range of consultation processes to contribute to this plan. The methodology included the engagement of a consultant to:

- Review the previous plan, including the vision and values of SWPCP and the accomplishments against targets and objectives with the Executive Committee
- A review of collated health and wellbeing data and indicators across our three LGAs; environmental scans of recent policy initiatives at state and national levels; and a review of the status of current SWPCP activities and partnerships with all members
- Engage the community and key stakeholders to review and identify key priorities for action for SWPCP over the next 4 years
- The development of key indicators for priority health issues, aligned with municipal public health and wellbeing planning, which is aligned with the Victorian Outcomes Framework
- SWPCP also used annual member agency reporting to inform planning, as well as the planning and consultation undertaken by the three LGAs in formulating their municipal public health & wellbeing plans

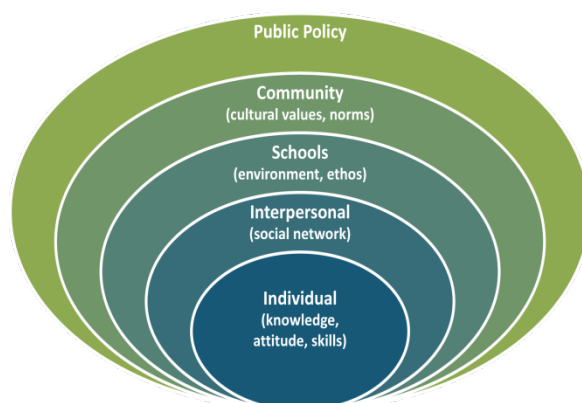
## Preventative Health

SWPCP key catchment preventative health issues include:

• <b>Low levels of healthy eating and physical activity</b>	• <b>Poor oral health</b>
• <b>Violence against women</b>	• <b>Low rates of education attainment</b>
• <b>High rates of situational distress and reduced wellbeing of farmers (and their families)</b>	• <b>Higher rates of suicide &amp; mental health issue</b>
	• <b>More Alcohol &amp; Other Drugs (AOD) clients/use</b>

These priority health issues have multiple causative factors at the societal, organisational and individual level, with complex inter-relationships, requiring whole of community and integrated agency responses to have any real impact.

Ecological Model of Health



## Chronic Conditions

In the SWPCP catchment, the population has higher rates of the following chronic conditions than Victoria:

• <b>Mental illness (anxiety &amp; depression)</b>	• <b>Asthma</b>	• <b>AOD use</b>
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## Equity Access & Integration

Members also identified the following challenges;

- Low levels of care coordination and secure messaging between health and community service providers
- A need to enhance consumer engagement and literacy in relation to the awareness of services and pathways of care between service providers and across sectors
- Low levels of awareness of program availability between agencies to support multi-disciplinary care
- Inequitable access to supportive and respectful health and wellbeing services for vulnerable groups and people living in smaller and remote towns, particularly in Corangamite and Moyne Shires
- A lack of transport and tele-health options to support equitable access to services and affordable opportunities for vulnerable groups to socially connect and access infrastructure that enhances their health and wellbeing

## Supporting people at risk of inequitable access

SWPCP members embrace the enormous potential and benefits that diversity brings to our community and therefore will ensure, when recognised as a key target group, that strategies will consider the equity and rights of;

Our youth	LGBTIQ individuals	People with a disability
Women's gender equality	Aboriginal people	Isolated people in remote towns
The frail elderly	Socially & economically disadvantaged	Farming communities

## Partner Networks

Across the Great South Coast Region there are multiple networks brokering partnerships between member agencies. These networks support many of the same member agencies, but address different health issues and target groups. Network auspice agencies covering the **same geographical area** have agreed to take a key support role for each health issue. Where networks cover the **same health issue but are in different geographic areas**; they have agreed to share their learnings and resourcing towards workforce training and development, synchronise data and intelligence gathering, and use common branding and evaluation processes in order to minimise duplication and focus efforts.

Issue	Auspice Agency / Network
Educational Attainment	Great South Coast Beyond the Bell Inc
Prevention of Violence against Women	Women's Health & Wellbeing BSW Inc
Suicide pre and post vention	WVPHN GSC Suicide Prevention Trial
Obesity & Oral Health Disease	Corangamite, Moyne & Warrnoambool H&WB plans

## South West Primary Care Partnership Strategic Priorities

Prevention	Community Livability Social & Emotional Wellbeing Physical Health: Healthy Eating & Oral Health & Physical Activity
Early intervention and integrated care	Addressing situational distress to reduce health risks: violence, harm from alcohol, poverty, anxiety and depression
Client and community empowerment	Health Literacy Partnering with Consumers Equity of access for better health outcomes
Member support & enablers	Social Media & Marketing Local Intelligence Hub & Place-based planning
Sustainability	Governance, Partnership & Communication

# SWPCP Strategic Objectives & Strategies

## 1. Connect

Objectives	Strategies
Strengthen leadership action on SW priority health issues.	1. Strengthen intelligence gathering on SW health priorities
	2. Strengthen awareness of member agency integrated action in line with SW health priorities.
	3. Strengthen partnerships towards collaborative action.

## 2. Innovate

Objectives	Strategies
Develop deliver and evaluate; placed based initiatives to address SW Health Priorities.	1. Develop, deliver and share evidence based practice.
	2. Build internal systems to engage community and consumers to actively address SW health priorities
	3. Support member agency engagement of community leaders in key settings to build a culture of improved population health outcomes.

## 3. Grow

Objectives	Strategies
Establish a Best Practice PCP.	1. Strengthen accountability and governance
	2. Grow SWPCP's business capacity
	3. Strengthen SWPCP's future financial viability

## 4. Transform

Objectives	Strategies
Build the capacity of members to shape action on community defined health needs.	1. Enhance the alignment of effort on priority preventative health issues
	2. Promote a common agenda on community defined needs
	3. Be agile and responsive to changing community needs