

Louise Brennan, Kate Whitecross, Kellie Crossley & Emma Brentnall, Campaspe Primary Care Partnership

## INTRODUCTION

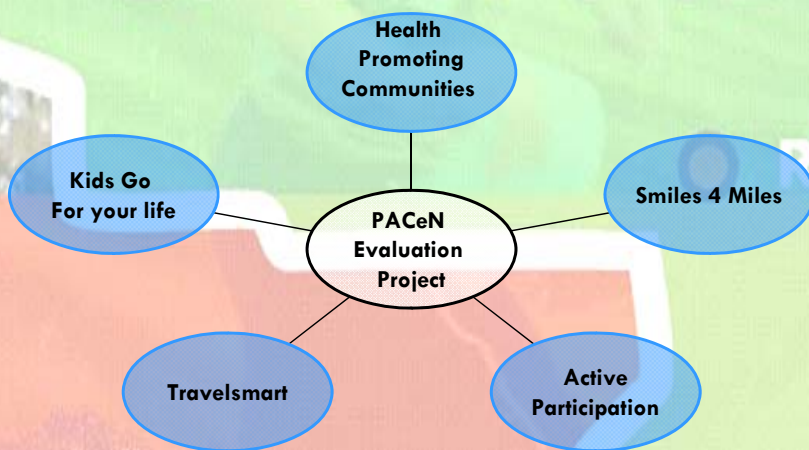
The PACeN Evaluation Project was developed in 2007 by the Physical Activity & Nutrition partnership group (PACeN) in response to the identified need to improve the quality of health promotion evaluation across Campaspe. The project is funded in a unique and innovative way, relying on the contribution of funds from several local health promotion projects that focus on Physical Activity and Nutrition. The PACeN Evaluation Project is a great example of how a partnership approach can build health promotion capacity and skills in a rural and regional setting.

## AIM

To support and coordinate evaluation of health promotion projects, and to build capacity of health promotion practitioners in evaluation across the Shire of Campaspe.

## KEY STRATEGIES

- ▶ A project worker is employed 2 days a week to provide support for local health promotion workers and build capacity in evaluation skills and knowledge
- ▶ Jointly funded by 5 health promotion projects where projects have donated differing amounts of money (depending on size and budget)
- ▶ Governed by the Physical Activity and Nutrition Partnership group, project managed by Campaspe PCP
- ▶ Employment for the Evaluation Officer is brokered out to an appropriate agency (currently Echuca Regional Health)



## KEY LEARNINGS

Interim results and anecdotal evidence suggests that the Evaluation Project is improving the evaluation knowledge of health promotion and community health staff in Campaspe. The project will conclude in June 2010 after which a thorough evaluation of the project will be undertaken.

### Success Factors:

- ▶ Strong trust and partnerships within the Physical Activity and Nutrition Partnership group
- ▶ Campaspe PCP's commitment to evaluation, capacity building and quality improvement
- ▶ Projects willing to contribute funds
- ▶ Project officer to have strong health promotion knowledge and appropriate skill set

### Barriers:

- ▶ Geography of projects and project worker being spread across different locations
- ▶ Ensuring equal access to projects who have contributed funds
- ▶ Capacity building across the PCP with awareness to prioritise projects that have contributed to the Evaluation Project

## ABOUT OUR REGION

Campaspe is located in northern rural Victoria, 180 km north of Melbourne. The region populates 36,208 people and relies heavily on its agriculture and manufacturing industries for employment and sustainability. Our population summary indicates that our population has a higher percentage of indigenous and aged (65+) compared with the rest of Victoria. The Burden of Disease study in 2001 indicated that males and females residing in the Campaspe PCP area had a poorer health status than the Victorian average.

The Campaspe Primary Care Partnership plays a pivotal role in assisting Campaspe to provide an integrated approach to health promotion, and actively support the region's Physical Activity and Nutrition partnership group (PACeN). The PACeN partnership group consists of representatives from Campaspe PCP's member and affiliate agencies, and has a commitment to share information and resources, influence decision makers and to increase awareness of the benefits of physical activity and healthy eating. In 2006, the partnership group successfully collaborated to secure over \$1 million in health promotion grants to enable the great health promotion work of its members to continue in the Shire of Campaspe.



## CONCLUSION

The PACeN Evaluation Project is a successful model for building health promotion evaluation capacity and skills in a rural setting. Although the funding for the Evaluation Project will finish in June 2010, the focus on evaluation will continue due to the training, resources, networking and sharing that have been developed and facilitated throughout the project. It is hoped that our partnership approach to capacity building in evaluation will be transferrable to other similar needs in our region.

### Acknowledgements:

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