



Inner North West  
PRIMARY CARE PARTNERSHIP



# INCEPT Project Overview

Prepared by Melbourne University



September 2017

# ACKNOWLEDGEMENTS



This project overview was prepared by Melbourne University, who were commissioned to support the Inner North West Primary Care Partnership's Integrated Health Promotion Alliance to co-design the Inner North West Collaborative Evaluation Project (INCEPT).



Inner North West Primary Care Partnership acknowledges the contribution made by the members of our Integrated Health Promotion Alliance (listed below) with their ongoing and sustained work that is presented in this project overview.

- Melbourne City Council
- Moreland City Council
- Moonee Valley City Council
- Yarra City Council
- cohealth
- Merri Health
- North Richmond Community Health Service
- Women's Health in the North
- Women's Health West

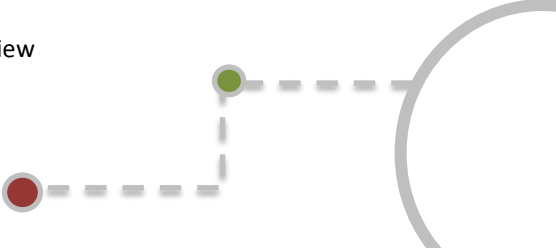
Inner North West Primary Care Partnerships (INW PCP) acknowledge the support of the Victorian Government.



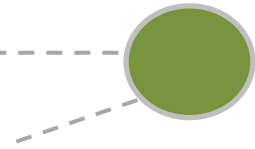
Inner North West PCP acknowledges the peoples of the Kulin Nation as the Traditional Custodians of the land on which our work in the community takes place. We pay our respects to their culture and their Elders past, present and emerging.

## **Suggested citation:**

Inner North West Primary Care Partnership (2017), INCEPT Project Overview



## INCEPT PROJECT OVERVIEW



The Inner North West Primary Care Partnership (INW PCP) is one of 28 primary care partnerships (PCPs) across the state of Victoria. The INW PCP brings together 40 health and community service agencies operating in the Inner North West region of metropolitan Melbourne.

The Inner North West Primary Care Partnership (INW PCP) Integrated Health Promotion (IHP) Alliance consists of:

- Melbourne City Council
- Moreland City Council
- Moonee Valley City Council
- Yarra City Council
- cohealth
- Merri Health
- North Richmond Community Health Service
- Women's Health in the North
- Women's Health West

Organisations within the Alliance are located across the INW catchment, including Melbourne, Moonee Valley, Moreland and Yarra local government areas (figure 1). They all share a commitment to working together on the Prevention of Violence against Women (PVAW).

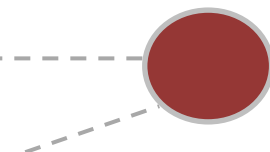


Figure 1. INW PCP catchment area

Since 2011, the partnership has been developing collaborative practices by building a culture of trust through consistent and honest communication and a willingness to coordinate health promotion activity.

In 2014 the collaboration of agencies commissioned Melbourne University to support their PVAW activity by co-designing the Inner North West Collaborative Evaluation Project (INCEPT), a collaborative partnership project that aimed to strengthen and build partnership capacity through a collaborative effort in evaluation, and information sharing and dissemination. A summary of the project's journey is provided below.

## INCEPT PROJECT JOURNEY

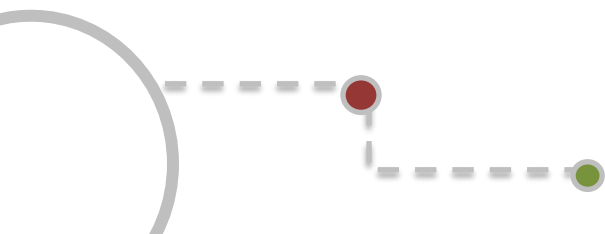


### July 2013: Selection of INW PCP IHP Priority Areas 2013-17

The priority areas for 2013-17 were agreed at the Integrated Health Promotion (IHP) Alliance meeting in July 2013. They were:

- *Mental and emotional wellbeing (MEWB)*
- *Prevention of violence against women (PVAW)*

The Alliance agreed the primary focus would be MEWB and the secondary focus will be PVAW, due to the substantial partnership work already being led across the region by Women's Health in the North (WHIN) and Women's Health West (WHW).



At the IHP Alliance Meeting in July 2013 members decided that a joint research and collaborative evaluation initiative would add the most value to the INW PCP IHP partnership work. It was agreed that the joint evaluation project would focus on existing or new programs from each partner organisation, and be linked by a common focus. This approach would overcome the challenge of agencies having limited resources for additional partnership projects, but still have the potential to add significant value to MEWB integrated health promotion work.

At this meeting, partners decided that the aim of the joint evaluation initiative would be to create an environment of continuous improvement (by evaluating and revising work at set points), build capacity of agencies to plan, implement and evaluate evidence based Health Promotion approaches and provide robust evidence of project effectiveness.

### **13 August 2013: Determine the Vision**

A workshop facilitated by the IHP Coordinator was held with the IHP Alliance members to determine a vision and common focus for the evaluation initiative.

Suggestions at the time were that partners would work towards a common overarching mental health promotion goal and collaboratively evaluate this work through use of common indicators and tools leading to:

- Evidence based health promotion planning, implementation and evaluation is embedded in agencies' practice.
- Partnerships between health promoting agencies and academic institutions are strengthened.

While it was decided at the July Alliance meeting that the common focus would be on a population group or setting, it was agreed at this workshop that it would not be the most appropriate approach to selecting a common focus for the following reasons:

- As the research and evaluation will be undertaken on existing programs, trying to identify one commonality may mean that major pieces of mental health promotion work from some agencies are excluded, making the collaborative approach less relevant to these agencies.
- It is possible to have a shared goal/impact and indicators under each of the determinants of mental health (social inclusion, freedom from violence and discrimination, and access to economic resources) that are relevant to different types of programs across a variety of population groups and settings.

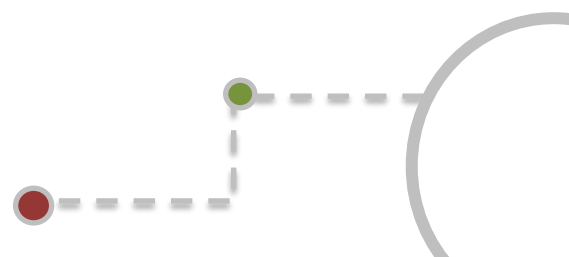
The Alliance therefore decided that the shared goal/impact and indicators would instead be the common focus of the collaborative evaluation initiative.

### **August–October 2013: Establishing Research Partnership with University of Melbourne**

The INW PCP IHP Project Coordinator met with the Centre for Health Policy Programs and Economics (now Centre for Health Policy) and the McCaughey VicHealth Centre for Community Wellbeing at University of Melbourne to discuss the possibility of forming a research partnership. An IHP Alliance meeting was held and members agreed to proceed with the establishment of a partnership with University of Melbourne.

### **12 December 2013: Considering Projects for Evaluation**

An IHP Alliance meeting was held in December 2013 to consider the projects that each partner agency is working on and to select those that could be included in the evaluation project. Partners requested a list of criteria/considerations to assist them in making a selection. Agencies provided their suggested projects to the INWPCP in February 2014.



## 22 May 2014: Common Program Area

On this date, a meeting was held with IHP Alliance members and the University of Melbourne partners to confirm the aim of developing an evaluation framework on a program area that is common across all partner agencies and to identify a common thread across partner projects. It was felt by members that the common theme cutting across selected projects was Freedom from Discrimination/Violence. It was determined that this be the focus of this partnership project work.

## 10 July 2014: Project Mapping

A workshop was held to map and identify common themes across the projects. Participation at this workshop was strong, with 21 attendees from eight of the twelve organisations and the Department of Health and Human Services. Participants worked around the room to complete sticker poster papers on the walls, requesting information on their project's target group, setting, social determinant policy area and health promotion action area. The facilitators took the workshoped notes away to compile and summarise.

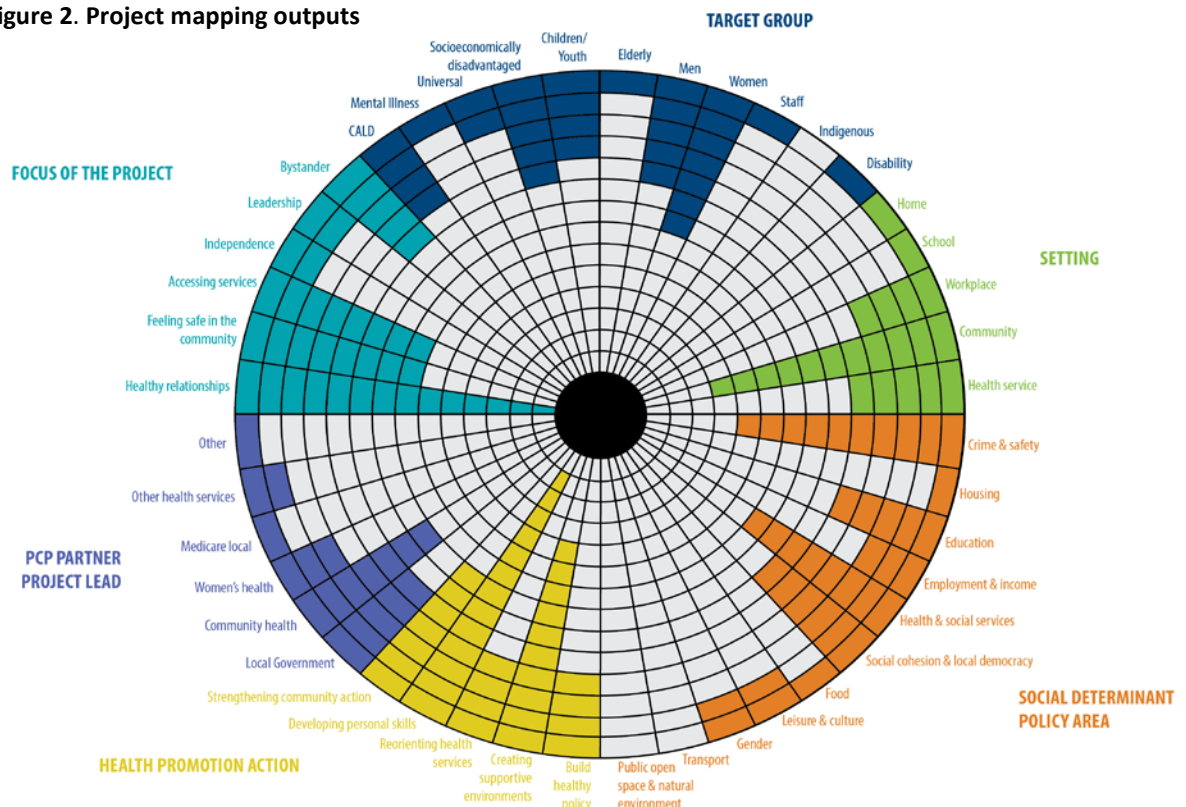
## 12 November 2014: Becoming INCEPT

A second workshop was held to present the project mapping outputs of Workshop 1 (**Figure 2**) and to present the outcomes measures relevant to each project number (assigned in workshop 1) (**Table 1**). A range of relevant outcome evaluation tools were presented to discuss their feasibility for use in the evaluation framework. Seventeen attendees from seven of the 12 partner organisations attended the workshop.

Partner projects 8, 12, 13 and 14 were not included at the time of the second workshop because representatives of these projects did not attend.

A vote of names for the partnership projects was facilitated by the INW PCP IHP project coordinator via email prior to the workshop. Two options were voted on: IMPACT (**IM**Proving **A**ssessment and **E**valuation **C**ollabora**T**ively), and INCEPT (**I**nnor **N**orth **W**est **C**ollabora**T**ive **E**valuation **P**roject). The latter was selected. INCEPT was from this point forward the working title of the project partnership project.

**Figure 2. Project mapping outputs**



**Table 1: Outcome measures by relevant project number** (*What the project is expected to achieve*)

Outcome Measure	Project Number
Bystander change	1,2,4,5,6,10,12,13,14
Change in the way the individual responds to being discriminated against or abused	8,9,1,2,10,12,14
Reduction in bullying and discrimination (gender/racial etc.)	1,2,4,5,6,7,8, 9, 10,11,12,13,14 (gender equity in bold)
Feeling safe in the community	2,8,9,11,13,14
Social inclusion	1,2,3,6,8,11,13,14
Workplace/organisational policies and practices	4,5,6,7, 9,12,14,15
Connection to relevant services (access)	1,2,7,8,9,10,11,12,14,15

### 8 December 2014: Scoping the Evaluation Questions/Measures

A third INCEPT Alliance workshop was held to revisit and confirm **Table 1**. Those partners that did not attend this workshop were contacted separately via email and their project categories were included.

At this workshop two types of measures were discussed:

- 1) Project 'Type' Tools – (e.g. workplace gender equity for projects focusing on the workplace setting and promoting gender equity).
- 2) Common evaluation measures to be used across all the partner projects (e.g. sustainability assessment tool, transferability checklist, capacity building measures, and questions about enablers and barriers).

Facilitators noted the importance of including common measures that would allow the evaluation of planning and project processes across all projects, as well as measuring individual project successes and key lessons learnt, to demonstrate the collective impact across the PCP. Participants expressed concern with the evaluation of outcomes specific to the project, preferring a more global approach, using a collective survey/tool.

In terms of these common measures, partners felt that the sustainability of projects was important to capture. Case-studies were recommended for projects with small numbers of participants. It was agreed that a mix of quantitative and qualitative data be collected and reported and that a pro-forma be built into an evaluation guide to 1) collect common data, and 2) ensure consistency across projects.

A number of scales were explored for inclusion/adaptation for the framework. A small working group was formed to further develop the framework with the University of Melbourne facilitators.

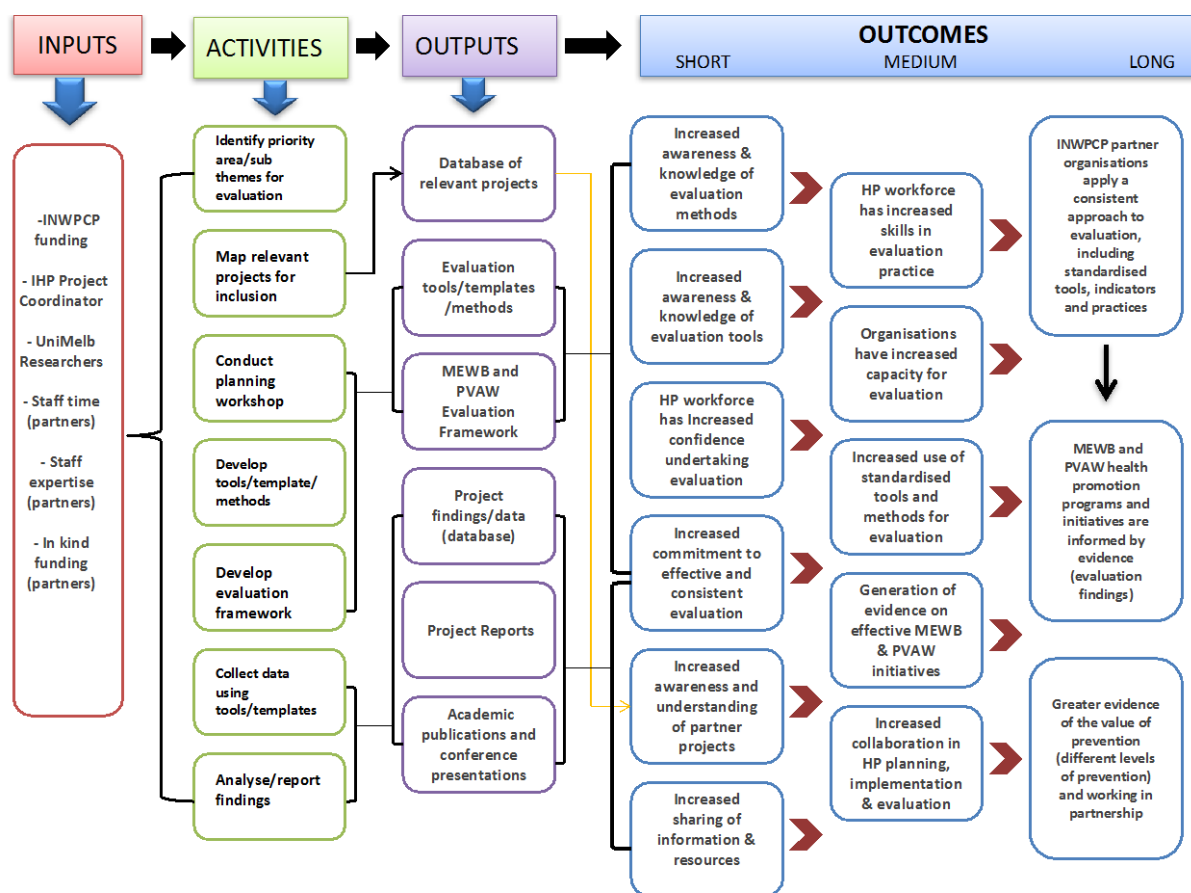
### 24 February 2015: First Small Working Group Meeting

Working Group meeting determined and confirmed that the primary purpose of the INCEPT project was to develop an evaluation framework on the selected priority area/theme (in 2015) (PVAW) with shared indicators. The secondary purpose was to develop a body of evidence on the priority area by applying the framework to collect data on relevant projects (in 2016). A draft program logic of the program of work was developed between the IHP Project Coordinator and University of Melbourne researchers for presentation. Feedback was provided at this meeting. It was subsequently sent to all members of the partnership. The final logic model is in Figure 3.





**Figure 3.** Logic Model of the INCEPT project.



### 25 August 2015/15 October/11 November

The fourth and fifth INCEPT Alliance workshops were held and one INCEPT Working Group meeting to co-develop the Evaluation Framework and Guidelines to support the evaluation of the projects to occur in 2016.

The Evaluation Guide was forwarded to all members via email for final feedback and it was finalised in preparation for use from February 2016.

### 9 February 2016: Information Session on Using the Evaluation Guide

An information session was held with INCEPT Alliance members to provide guidance on using the evaluation guidelines and associated proforma.

### Feb 2016-January 2017: Evaluation Data Collection

During the subsequent 12 months the IHP Coordinator worked with Alliance members to collect and collate the information gathered for their evaluations. The IHP Coordinator developed and disseminated an electronic survey (Survey Monkey) to collect information from each of the participating projects at the end of the evaluation period.

### 17 May 2017: Presentation of Data and Review of the Guide

At this workshop, the University of Melbourne partners presented a summary of the IHP Alliance Evaluation findings and INCEPT Alliance members provided feedback on the Evaluation Guide for its next iteration. The overall findings of the evaluation and project learnings can be found on the Resources page of the INW PCP website. [Link](#)