

PCP optional case study 2017

Name of PCP	Gippsland Primary Care Partnerships (PCP)
Case Study Title	Beyond cooperation: Gippsland PCPs - true collaboration in action
Which PCP program Logic domain does your case study relate to?	<input checked="" type="checkbox"/> Partnerships
What was the need?	<p>With the establishment of a number of Regional projects/steering committees and services in Gippsland (including Medicare Locals from Divisions of General Practice) it became apparent a weaknesses of Primary Care Partnerships were their limited reach over a region such as Gippsland.</p> <p>Whilst the small locality of PCPs is a strength as it allows them to utilise a 'place based approach', it was also deemed a limitation in how they work with regional services and regional priorities across Gippsland.</p>
What was the aim of the initiative/action?	The aim was to create a structure in which the Gippsland PCPs could function as both individual place-based PCPs and as a regional PCP for areas of commonality across Gippsland.
Who was the target group?	The 4 Gippsland PCPs
What was the setting?	PCPs within the Gippsland Region
Who did you work with?	<p>The 4 Gippsland PCPs are comprised of:</p> <ul style="list-style-type: none"> • Central West Gippsland PCP • East Gippsland PCP • South Coast PCP • Wellington PCP
How did you do it?	<p>The 4 PCPs in Gippsland initiated their partnership through meetings of the Executive Officers (EOs) as well as informal meetings between the PCP project workers. A strong regional culture was not quite established, however with the arrival of the Commonwealth funded Medicare Local (ML) to Gippsland and the realisation that many of the PCP and ML priority areas and partners were the same it became apparent there was an urgent need for Gippsland PCPs to function as one entity.</p> <p>The 4 Gippsland PCPs developed a Regional Logo and tag line (refer below), Terms of reference for the partnership, branded meeting templates, letterhead and a style guide (see appendix 1)</p> <div data-bbox="568 1428 941 1596" style="text-align: center;"> <p>GIPPSLAND PRIMARY CARE Partnerships</p> </div> <p><i>Regional Planning, Local Action</i></p> <p>This branding and strengthened collaborative culture was first utilised and tested at a shared forum between the GML and GPCPs. The 4 PCPs were required to present their individual work to a regional audience, which meant the GPCPs needed to present themselves as one entity rather than as 4 separate organisations. Developing the PCP presentation for this event created the opportunity for the 4 PCPs to draw together the synergies between their work and look for areas where they were already working in parallel and identify areas for future collaboration.</p>

	<p>Since then the Gippsland PCPs have grown in strength and continue to come together to deliver regional initiatives whilst still remaining true to their local catchments. For example in 2013 a series of regional workshops were delivered to improve GPCPs members understanding of health literacy. This involved 2 education forums, quality improvement projects and a final showcasing forum for the region. The project also combined the funds of the 4 PCPs to employ Monash University to evaluate the project. This project was a strong indicator of how the 4 individual PCPs could connect to pool resources and roll out new initiatives at a regional level.</p> <p>The GPCPs regional entity also enabled GPCPs to present their work at a high level to the CEOs of health services across the region and DHHS regional director and senior managers at a meeting of the Gippsland Health Services Partnership (GHSP). GHSP became the authorising body for PCP work across the region. GPCPs developed a regional plan and reported progress against this to GHSP.</p> <p>In 2014 the Gippsland PCPs then undertook the development of the Gippsland Guide to becoming a health literate organisation. The development of this guide was truly collaborative and was a completely shared and integrated piece of work across the 4 PCPs. The collaborative development of the guide created a regional direction for a common priority area. It also created a regional approach with regard to how to implement the priority area. Yet it allowed each of the PCPs to work in their traditional place based approach by tailoring the specifics of the implementation to their local areas and needs.</p> <p>In 2015 GPCPs began to develop Health Literacy online training modules, GPCPs used their regional influence to advocate for state-wide PCP buy in to the project. The project has successfully brought on board 25 of 28 Victorian PCPs in support of the development of an online health literacy training course.</p> <p>Other areas where collaboration which has resulted in reduction of duplication in PCP work and the employment of a consistent approach across Gippsland include rollout of Audits of Chronic Illness Care and Service Coordination Surveys.</p> <p>This collaborative approach has also had some influence on how other PCPs across the state are branded, with similar logos being developed for regions such as Loddon Mallee PCPs and the State-wide entity for PCPs `Victorian Primary Care Partnerships`.</p>
<p>What was achieved? (Consider whether results were benefits for clients and/or for service providers and/or for the system)</p>	<p>Please refer to the list of achievements below which the GPCPs have had as a direct result of their collaborative region wide approach:</p> <ul style="list-style-type: none"> • Gippsland PCP Logo/Branding, Style Guide, webpages and shared common drive online to ensure regional documents are accessible to all GPCPs and are professional and consistent (see appendix 1 and 2). • Quarterly PCP project worker meetings to enhance peer learning and peer support • Monthly EO meetings to ensure all EOs are progressing on region wide priorities and working groups • Bi-Monthly DHHS and EO meetings to ensure consistent messaging from DHHS to the PCPs and vice versa about areas relevant to PCP work • Quarterly meetings between the 4 Gippsland PCP Chairs, EOs, DHHS and Gippsland PHN to ensure consistent communication across the region and identification of future areas of collaboration • Annual Community of Practice events for all staff to build their capacity

to roll out initiatives consistently across the region

- National Health Services Directory (NHSD) - Consistent messaging from the GPCPs on the promotion of the NHSD as the preferred service directory for our members
- Gippsland Referral Analysis – GPCPs were engaged as a group to provide feedback to the PHN Referral Analysis project and also ensured their individual member agencies were engaged in the project at a local level
- Presentation on the PHN Advisory Committees – the Gippsland PCPs each presented the same presentation to their respective PHN Advisory Committees to ensure consistent understanding across the region of what the PCP were working on with regard to health literacy and reducing consumption of sugar sweetened beverages and how the PHN could partner on this work
- Gippsland wide Assessment of Chronic Illness Care (ACIC) improvement plan – based on the past work of the PCPs with their members (see appendix 3 and 4)
- Gippsland approach to organisational health literacy - development of workshops in 2013, followed by the development of the Gippsland Guide to becoming a health literate organisation in 2014. These project lead to the Gippsland region advocating to the state for the development of a state wide online learning course for all members, which has subsequently been led by the GPCPs and invested in by the other PCPs located across Victoria (see appendix 5 and 6)
- Systems thinking approach – roll out of the ‘Deakin Systems Thinking for Collaboration’ training across the region and implementation of a number of associated projects
- Sugary drinks campaign – regional approach to a prevention initiative to reduce the consumption of sugar sweetened beverages by utilising a systems thinking approach (see appendix 7)
- Consumer and community empowerment position statement developed to ensure a consistent understanding of the role of GPCPs in this area as well as set direction for future activity in this space (see appendix 8)
- Health Pathways – agreement with PHN on the role the GPCPs will play in the development of Health Pathways to ensure a consistent approach across the region
- Argus/S2S – development of a regional roll out of the Argus/S2S eReferral system as well as collaborative partnering with Gippsland PHN on the project (see appendix 9)
- Mental Health First Aid (MHFA) for farming communities – GPCPs were utilised as the platform to roll out MHFA training to farming communities and collaborated on their target audiences and communications strategies to ensure appropriately targeted messages. This reduced duplication as each PCP didn’t have to undertake this exercise individually.
- Joint reporting of PCP achievements through case studies to showcase the collective impact that can be achieved through PCP collaboration
- Gippsland PCP shared representation and input into numerous working groups/steering committees and their associated work plans thus sharing the workload and reducing duplication, including:
 - Regional Prevention of Men’s Violence Against Women Steering Committee
 - Regional Sexual and reproductive health steering committee
 - Dairy Crisis Mental Wellbeing Working Group
 - Gippsland Health Pathways Steering Committee
 - Mental Health and Alcohol and other Drug Catchment based planning

Ultimately the achievement has been the ability to provide a regional platform that can also deliver a place based approach to ensure adaptations to local contexts for on the ground implementation of region wide initiatives.

<p>What is the status and sustainability?</p>	<p>The quarterly Chairs Executive meetings provides the authorising environment that ensures the partnership continues to progress against shared priority areas across Gippsland.</p> <p>GPCP EOs are strongly committed to supporting each other and collaborating for improved project outcomes across Gippsland, this is evidenced through their monthly meeting and annual Community of Practice events for GPCP staff at all levels.</p>
<p>What was the specific role of the PCP?</p>	<p>The specific role of the four PCPs in Gippsland was to develop a way of not only working together but to truly collaborate on projects where region wide priorities were identified.</p>
<p>What lessons have you learnt?</p>	<p>Initially the collaboration of the four PCPs started small with one area of work. However the success of this collaboration supported the development of a collaborative culture between the 4 PCPs. This has resulted in making collaboration across the 4 PCPs the 'norm' and it is now just how the 4 PCPs do business. When a new opportunity arises the 4 PCPs initiate collaborative conversations to see if the project is an opportunity to work consistently to avoid duplication and maximise resources across the region.</p> <p>GPCPs understand how to translate regional priorities to local contexts. Having both a regional and a local approach has strengthened the PCP platform in Gippsland as it has allowed the 4 PCPs to function in a responsive place based manner to local needs whilst also providing a more strategic approach to the Gippsland Regional system as a whole.</p>

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<p>Appendix</p>	<p>Appendix 1. GPCP Style Guide</p> <p> Gippsland PCP Style Guide</p> <p>Appendix 2. GPCP Webpage This webpage is located on all 4 GPCP websites. http://www.centralwestgippslandpcp.com/gippsland-pcps/</p> <p>Appendix 3. Shared ACIC Improvement Plan</p> <p> Gippsland PCP ACIC Improvement Plan</p> <p>Appendix 4. Gippsland PCP ACIC Case Study</p> <p> GPCP ACIC Case Study 2017</p> <p>Appendix 5. Gippsland Guide to becoming a Health Literate Organisation</p> <p> The Gippsland Guide to becoming</p>

Appendix 6. Gippsland PCP Health Literacy Case Study



GPCP Health
Literacy Case Study :

Appendix 7. Reducing Sugary Drink Consumption Prospectus



GPCP Drink Less
Sugar Project

Appendix 8. Consumer and Community Empowerment Position Statement



GPCP Consumer
and Community Em

Appendix 9. Gippsland Argus/S2S Toolkit



Gippsland Arugs
S2S Toolkit