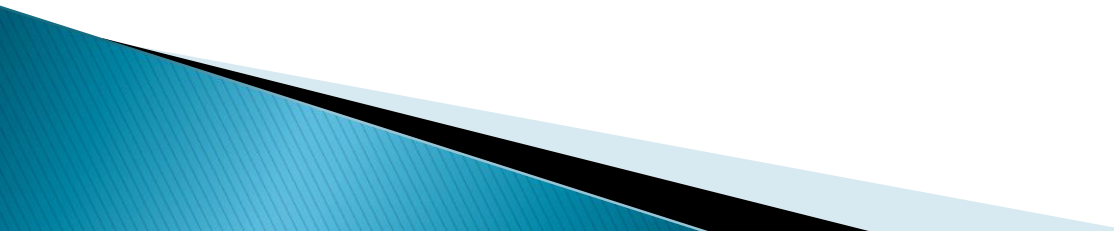




The Collective

A collaborative arrangement between the Auckland and Waitemata District Health Boards and a range of providers in the region.

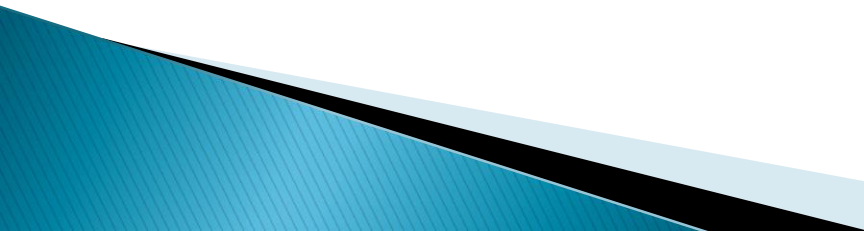
Who are we?

- ▶ Auckland and Waitemata District Health Boards and representatives of:
 - ▶ Maori
 - ▶ Pacific
 - ▶ Chinese
 - ▶ South Asian
 - ▶ University of Auckland Evaluation Services
 - ▶ University of Auckland National Institute for Health Innovations
 - ▶ GRAVIDA
 - ▶ And other groups with an interest in this programme.
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What do we want to do?

- ▶ We want to improve the health of pregnant and post natal mothers and their infant children through the promotion of healthy eating and physical activity.

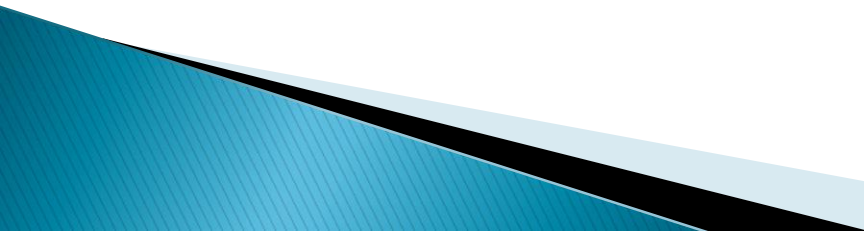
How are we going to do that?

- ▶ By targeting those populations most at risk (Maori, Pacific, Chinese and South Asian);
 - ▶ By working with those groups to design and deliver healthy eating and physical activity programmes that work for them;
 - ▶ By using evidence based best practice to inform what we do;
 - ▶ By working together (within and without) and
 - ▶ By evaluating all that we do to see if we have made a difference.
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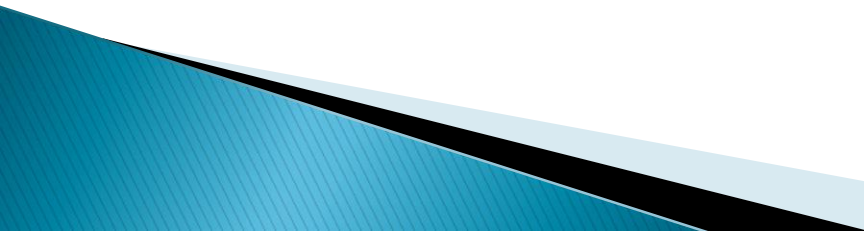
Why do we want to do that?

- ▶ We know that being overweight during pregnancy can lead to problems during pregnancy and childbirth (eg preeclampsia and gestational diabetes) but it can also have significant adverse health outcomes for the child in later years;

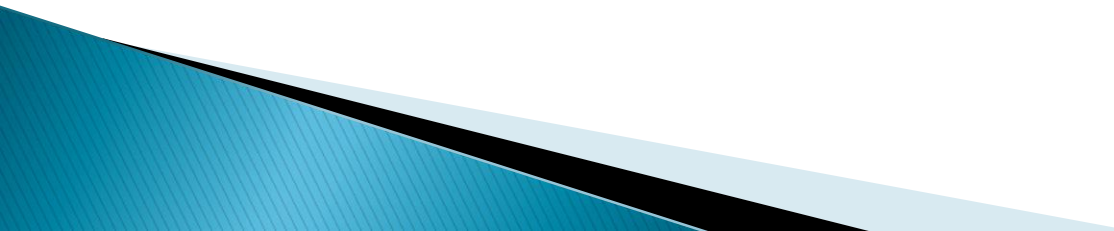
What are we doing?

- ▶ We want to improve women's health during pregnancy and the post natal period through the promotion of healthy eating and physical activity;
 - ▶ We want to promote the healthy feeding of babies including encouraging and supporting breastfeeding;
 - ▶ And we want to encourage the healthy eating and physical activity of children at pre-school age (including the introduction of first foods).
- 


What have we done?

- ▶ Sought and received the support of the target population groups and a range of key interest groups;
 - ▶ Established a governance body made up of a representative of each of the target population groups, the MOH, a DHB rep and a Lead Maternity Carer rep.
 - ▶ Established a Technical Advisory Group who will provide technical expertise on an as and when required basis.
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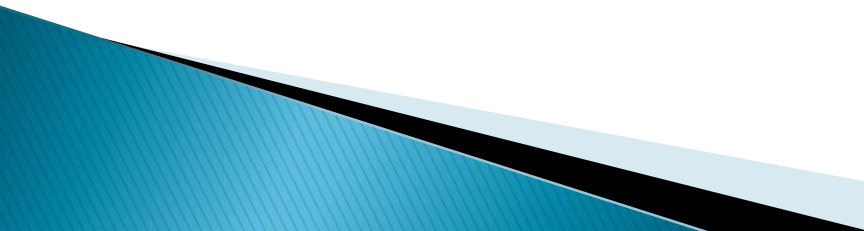
What have we done?

- ▶ Employed a Project Manager to facilitate the programme.
 - ▶ Negotiated a contract with the National Institute of Health Innovations (NIHI) for the design and implementation of a text messaging programme (TextMATCH);
 - ▶ Negotiated a contract with the University of Auckland Evaluation Services to evaluate our programme.
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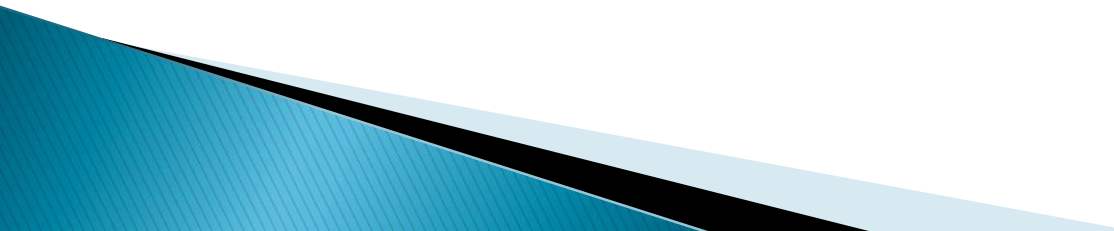
What have we done?

- ▶ Each of the targeted population groups has developed a draft action plan which describes what it is that they are going to do on the programme.
 - ▶ Half of them have completed a Programme Logic workshop which helps to clarify the purpose, process and outcomes of their plan.
 - ▶ Those workshops are also supporting the setting up of the evaluation implementation plan.
 - ▶ The final action plans will form the basis of our Annual Service Plan for 2014 and 2015.
- 


What have we done?

- ▶ One aspect of our programme is the development of a text messaging component called TextMATCH;
 - ▶ This is being undertaken by the National Institute for Health Innovations (NIHI) under the guidance of Dr Robyn Whittaker and Taina Von Blaremborg;
 - ▶ We aim to develop health education messages that use plain language, are easy to understand and meet the needs of the intended audience.
 - ▶ They will be targeted to those who have relatively low involvement with conventional support networks.
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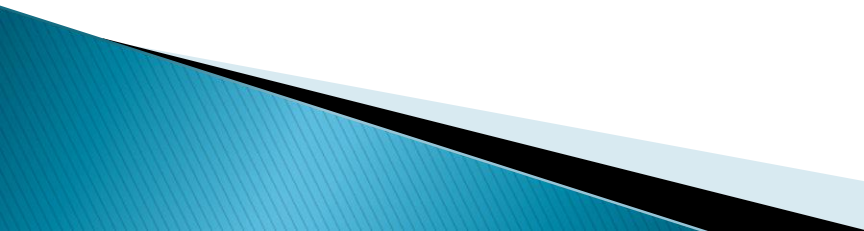
What have we done?

- ▶ NIHI are in the process of meeting with each of our targeted population groups to begin the development of the TextMATCH process.
 - ▶ We have also been working with GRAVIDA, a national centre for research excellence – to support the development of our health workforces involved in this programme.
 - ▶ GRAVIDA, in conjunction with Dr Wendy Lawrence, may also be facilitating Healthy Conversation skills training early 2014.
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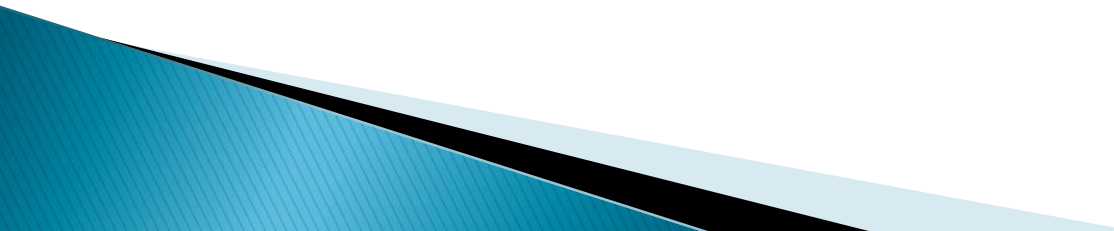
What do we have to do?

- ▶ We are now at the implementation phase of our programme.
 - ▶ Following the Programme Logic workshops, each of the action plans will be refined to form the basis of the Annual Service Plan for 2014.
 - ▶ Contracts will be drawn up with each of the Providers and funding allocated to enable the implementation of the plans.
 - ▶ The TextMATCH component will be developed with support from the different groups, and then rolled out.
- 

What do we have to do?

- ▶ At the same time, GRAVIDA will begin working with the different groups, to ascertain the needs of their respective workforces (needs analysis);
 - ▶ Their findings will inform the development of an on-line workforce development training programme.
 - ▶ We will also canvass interest in the “Healthy Conversations” skills training which will likely be provided in March/April of 2014.
- 

What do we need to do?

- ▶ The governance body (Roopu Kaitiaki) with support from the Technical Advisory Group, will be meeting every two months to provide oversight and direction to the programme and to receive feedback via the Programme Manager on progress.
 - ▶ The Evaluators will be working closely with every aspect of the programme, to determine whether we are making a difference or not.
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Summary

- ▶ Great support for the programme by those involved including DHBs and MOH
 - ▶ Potentially very tricky given diversity of groups and individuals involved
 - ▶ Took the time to establish our governance body and sort out our processes but worth it
 - ▶ Need to ensure we get metrics correct for action plans (work closely with technical experts)
 - ▶ Need to stay close to the communities concerned.
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