



# Campaspe Primary Care Partnership

## Strategic Directions 2017 - 2021

### Our vision

#### Working together for healthy communities

Campaspe Primary Care Partnership will lead and assist members in building healthier communities through partnership, collaboration and integration.

### About Campaspe PCP – who we are and what we do

Campaspe PCP is one of 28 PCPs in Victoria — we are a mature, robust and diverse partnership of providers that deliver services in the Campaspe catchment. Our membership reflects the social determinants of health with 44 member organisations representing the health, community services and the education sectors.

#### Our Partnership work

Campaspe PCP will continue to play a lead role to support a collective impact approach to our partnership work through strategic guidance and leadership; supporting aligned activities; establishing shared measures; supporting public awareness, engagement and involvement of community; advancing policy; and mobilising funding.

### Linkages and Alignment - local and state

[Healthier Campaspe](#) which responds to the issues having the most impact on our health services; obesity, diabetes, cancer, alcohol & other drugs and mental health.



[Campaspe Shire Council Plan](#) for 2017-2021 (including the Municipal Health and Wellbeing Plan). This plan directly links to the Healthier Campaspe initiative (obesity, diabetes, cancer, alcohol & other drugs, mental health) along with working towards family violence prevention.



**Aboriginal Health** Supported by our local Aboriginal Health Partnership Group. This group's key focus is to improve the health status of local aboriginal people in Campaspe., particularly related to smoking cessation, spiritual and mental wellbeing, education and employment, early years and promoting culture.

**Campaspe Family Violence Action Group** 's agreed purpose 'to drive greater integration and coordination of local services – both universal and specialist – for all those experiencing family violence in Campaspe; and to prevent family violence before it occurs through evidence-based action on gender inequality in settings across the community'.

Our work aligns to key policy directions of the Department of Health and Human Services including the Victorian Public Health and Wellbeing Plan 2015 -2019 and the Outcomes Framework; Health 2040; Healthcare that Counts framework for vulnerable children; & Victoria's strategy to prevent family violence and all forms of violence.

Our planning has considered both the *Victorian PCP Future Directions* and the *Loddon Mallee PCPs Strategic Directions* also.

### Priority areas

#### Equity Access and Service Integration

Priorities for the four year plan include;

Health equity - strengthening service provider knowledge, skills and resources related to vulnerable and disadvantaged groups

Access - better Access for people to navigate and be supported to the appropriate services with a focus on vulnerable and disadvantaged populations

Service Integration - facilitate how various parts of the system integrate with each other in the context of current and future health and social reforms

#### Prevention and Health Promotion

Prevention and Health Promotion funded organisations, and Campaspe Shire Council will work with local partners to align activities for collective impact across Campaspe.

Priorities for the four year plan include;

Healthy eating active living (to support prevention of obesity, diabetes and cancer)

Prevention of family violence through gender equity

Reducing harm from alcohol and other drugs, and

Mental health

### Member organisations

#### Level 1—Management Group (board)

Community Living & Respite Services Inc.  
Kyabram District Health Service  
Campaspe Shire Council  
Rochester and Elmore District Health Service  
Women's Health Loddon Mallee  
Bendigo Health  
Goulburn Valley Health  
Echuca Regional Health

Lifeline Central Victoria  
Echuca Specialist School  
Murray Primary Health Network  
Kyabram and Community Learning Centre  
Njernda Aboriginal Corporation  
Anglicare  
Victoria Police

Tongala Community Activities Centre  
Intreach  
Rochester Secondary College  
St Augustine's College Kyabram  
St Joseph's College Echuca  
Rochester Community House  
Echuca Moama Family Medical Practice  
Crossenvale Community House  
Interchange Loddon Mallee  
Benetas  
Catholic Care Sandhurst  
Echuca Neighbourhood House  
HAVEN Home Safe  
Uniting Age Well  
Echuca Community for the Aged  
ACSO  
Save the Children

#### Level 2—Active members

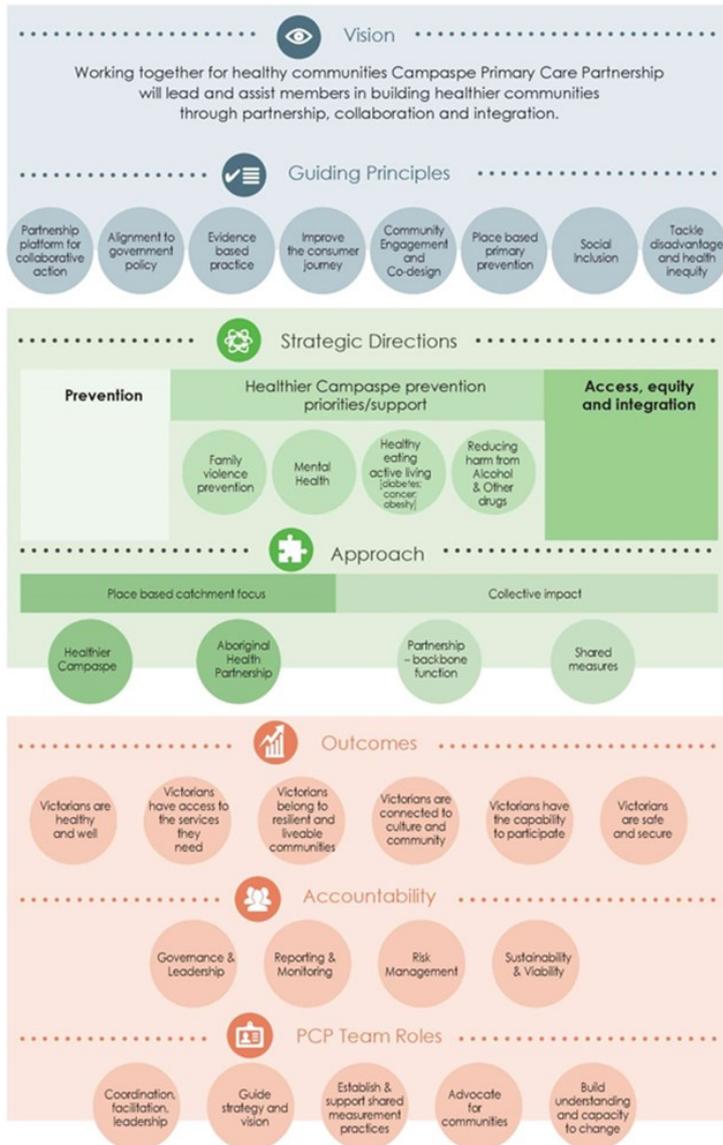
Murray Shire Council  
Murray Human Services  
Lockington & District Bush Nursing Centre  
Campaspe Cohuna Local Learning and Employment Network  
Centre for Non Violence

#### Level 3—Network & Information sharing

Bendigo Regional YMCA  
Ian Collie Pharmacy  
Tongala & District Memorial Aged Care Service Inc  
Rushworth Community House  
Vision Australia  
N8 Health Echuca  
Sports Focus



## Our Strategic Framework



## Guiding principles

### Partnership platform for collaborative action

Foster and enhance cross sector partnerships that work towards shared priorities and measures through a collective impact approach.

### Evidence based practice

Apply evidence-based approaches to all aspects of our partnership activity to support accountable decision making; planning and design for maximum impact and evaluation of agreed outcome measures.

### Community engagement and Co-design

Community and services working together to co-design services and prevention programs; finding local solutions to complex social problems by seeking to understand experiences, perspectives and values to support intervention design.

### Social inclusion

Continue to promote and apply social inclusion principles throughout partnership activity and actively use the Rural Social Inclusion framework to build capacity of services to implement socially inclusive practices.

### Alignment to government policy

PCPs provide a platform locally to implement government health and social policy.

### Improve the consumer journey

The Victorian Service Coordination Framework is designed to support better access to services. This underpins the access, equity and service integration domain.

### Place based primary prevention

Focus on local needs and local priorities with active engagement of the community and the service system through co-design to create local solutions. To apply prevention 'at scale' with a whole of community, whole of systems approach, based on a multi-risk factor approach for the Campaspe catchment.

### Tackle disadvantage and health inequity

Apply a disadvantage and equity lens to address marked inequalities in health for people who have particularly poorer health outcomes.

## Outcomes

The [Victorian public health and wellbeing outcomes framework](#) provides an opportunity for collective monitoring and progress reporting across the state. This is a longer-term approach and includes a number of domain areas. Based on the priority areas Campaspe PCP will be working on for the 2017-2021 period, we expect to contribute to all the key domain areas; Victorians are healthy and well; Victorians are safe and secure; Victorians have the capability to participate; Victorians are connected to culture and community; Victorians belong to resilient and liveable community; Victorians have access to the services they need.

## Role of the PCP Team

The Campaspe PCP staffing team provides coordination, facilitation and leadership of partnership approaches and activity. It is our role to guide the strategy, vision and key priorities for the partnership, support evaluation, advocate for communities and build understanding and capacity for change with the service system.

## Our Catchment

The Campaspe PCP catchment covers one local government area of Campaspe Shire Council with a total land area of over 4,500 km<sup>2</sup>. Campaspe is located in north central Victoria, on the New South Wales border, and is approximately 180km from Melbourne. Campaspe has a population of 37,061 people (ABS 2016) with expected growth to almost 43,000 by 2036. The median household income (2011) is \$886 compared to \$1,216 for Victoria; we have a high prevalence of smoking (21.9%) and lifetime risk of alcohol related harm (65.6%); 53% of our population are either obese or overweight; the reported number of family incidents per 100,000 is 1,889 compared to 1,302 for Victoria (Sept 2016).

For further information about our local population health and wellbeing data, please refer to our [2017 Community Health and Wellbeing profile](#). Additionally, the [Campaspe Shire Council Demographic profile](#) provides ABS based data.

