Statewide PCPs

Communications and Marketing Strategy 2012

Overview

The overall purpose is to optimise the profile of PCPs with key communication messages to promote awareness of PCP value, benefit and functions with consideration of the following:

- Communications should take an integrated approach to demonstrate how PCPs operate as part of a 'continuum' of health and reflect in themselves an integrated and coordinated approach, so that priorities are not seen as independent but illustrate the PCP model at work.
- Consistent message and brand delivery to support the PCPs brand building, leadership and advocacy role
- Communications to support enhanced partnership and stakeholder engagement and growth strategies

PCP's can utilise and adapt these messages for use within their own PCP

Key Messages

OVERARCHING MESSAGE
■ Primary Care Partnerships are established networks of local health and human service organisations working together to find smarter ways of making the health system work better, so that the health of their communities is improved.

SUPPORTING MESSAGES
■ Primary Care Partnerships have worked at a local level across Victoria for 12 years bringing health and human service organisations together to find new ways of collaborating, to plan for the health needs of their communities and to create robust partnerships that deliver better health outcomes.
■ There are 30 Primary Care Partnerships incorporating 1,100 organisations across Victoria.
■ Each of the Primary Care Partnerships employs staff to run the partnership and work with partner organisations to achieve their objectives.
■ With a 12-year track record of bringing people and their expertise together, PCPs have valuable and deep knowledge about the health needs of their local communities as well as relationships across Victoria.
■ In the context of an ageing population, increasing chronic disease and ever-increasing costs of healthcare PCPs are contributing at a local level to the challenge of creating a health system that is more efficient and better coordinated in order to help people stay healthy and stay out of hospital.
■ Through their local PCP, member organisations – who are on the frontline of delivering services – commit to work together to find ways of making a person's journey through the health and human service system smoother.
■ By bringing different health and human service disciplines around the table, PCPs are able to take a holistic view of the health system and how it can better treat 'the whole person'.
■ PCPs have been able to help organisations share skills, resources and expertise, building the capacity of individual organisations and their staff, and reducing duplication across service coordination, chronic disease management and health promotion.
■ PCPs are well positioned to actively contribute to the ongoing reform of the Victorian health system by sharing knowledge and experience about how partnerships can create better health outcomes for local communities.

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PCP Narrative

What is the problem or issue we are trying to address?

- An ageing population, increasing incidence of chronic disease and ever-increasing costs of healthcare are all challenging governments and health services to become more efficient and better coordinated in order to help people stay healthy and stay out of hospital.

- Victoria currently has a fragmented health system making it complex and often frustrating for consumers; creating duplications in efforts; and, putting pressure on health and human service organisations to meet demand.

- Health and human service delivery continues to work largely in silos (housing, mental health, health, social support etc.) rather than being able to seamlessly treat and support the whole person and their issues. This is particularly the case for people in vulnerable groups who have the greatest (often complex and interrelated) needs and the least capacity to navigate the system to get the help they need.

- There are a number of health-related 'wicked' issues in the community that are resistant to traditional approaches (such as obesity, Indigenous disadvantage, and chronic disease). These problems are demanding unprecedented levels of collaboration across policy and services areas to find new and innovative solutions.

What are the solutions to those issues?

- Creating a more cohesive health and human service system that helps people stay healthy and addresses the causes as well as the symptoms of ill health is at its core about breaking down silos and linking services together.

- Primary Care Partnerships (PCPs) have worked at a local level across Victoria for 12 years bringing health and human service organisations together to find new ways of collaborating, to plan for the health needs of their communities and to create robust partnerships that deliver better health.

- An important part of increasing collaboration is helping different organisations and services to see how their strengths contribute to the system and how they intersect with those of others. This allows gaps as well as opportunities to be identified.

- By providing a ready-made local network PCPs have been able to help organisations to share skills, resources and expertise. This results in both building the capacity of individual organisations and their staff, and reducing duplication in the areas of data analysis, system development and resource planning.

- By signing up to a PCP member organisations also make a commitment to work with others to improve the health of the community, which leads to strong and trust-based partnerships that are better positioned to meet local challenges head on.

- Reforming the health system is and will remain an evolutionary process that relies on ongoing monitoring and evaluation to ensure that lessons are learned. Information flow is key, and PCPs assist as a conduit between local health and human service agencies and the Department of Health, which is responsible for policy setting and shaping service delivery in Victoria.

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Who will benefit when those solutions are put in place?

- Achieving a more coordinated health and human service system will see benefits flow to individuals, services organisations and the system as a whole.

- More Victorians would be able to get the service they need when and where they need it. Older Australians and those with chronic diseases will be better able to manage their conditions and stay healthier because the right mix of support and services would be coordinated and in place for them. People from vulnerable and hard to reach groups will be able to more easily access the help they need without having to navigate a highly complex and repetitive system.

- In a more cohesive system, local health and human service organisations would be working in highly functional partnerships made up of relevant organisations where they have the confidence to plan and adapt the local system to meet the needs of their community. They would also be sharing data, plans, processes and systems that help them reduce duplication and achieve better outcomes for clients.

- In an environment of strong and effective collaboration the health and human service system would be characterised by improved care pathways for clients, greater efficiencies and smarter ways of operating. It would also be able to more fully embrace contemporary thinking about health promotion and a stronger emphasis on preventative health. Ultimately it would allow the significant resources and expertise in the current system to be maximised for the benefit of the health of the community.