

## PCP case study template 2017

<b>Name of PCP</b>	Southern Melbourne Primary Care Partnership (SMPCP)
<b>Case Study Title</b>	Family Violence and Gender Equity eLearning Module
<b>Which PCP program Logic domain does your case study relate to?</b>	<input type="checkbox"/> Early intervention and integrated care <input type="checkbox"/> Consumer and community empowerment <input checked="" type="checkbox"/> Prevention
<b>What was the need?</b>	Primary prevention programs at workplaces that address gender inequality and respectful relationships have been identified to play an important role in preventing family violence (FV) (Our Watch, 2015). A key recommendation of Promising Practices in Workplace and Organisational Approaches for the Prevention of Violence Against Women (PVAW) 2015 states the need to build the capacity of workplaces through training; especially in collaboration with higher education institutions to deliver e-modules on PVAW. This aligns strongly with the objectives of this proposal.
<b>What was the aim of the initiative/action?</b>	To build workforce capacity to implement a whole of organisation approach to the prevention of violence against women.
<b>Who was the target group?</b>	Employees/ staff will be the primary target. The working group will investigate further the roll out plans for various community settings eg. clubs / schools/ sports and recreation facilities.
<b>What was the setting?</b>	<ul style="list-style-type: none"> <li>• Workplaces, corporations and employee organisations</li> <li>• Health, family and community services</li> </ul>
<b>Who did you work with?</b>	City of Kingston, City of Port Phillip, Glen Eira City Council, City of Stonington, City of Bayside, City of Monash, Women's Health in the South East and representative of SMPCP Family Violence Working Group (FVWG)
<b>How did you do it?</b>	<p>The Reference Group (listed above) is responsible for the planning, implementation and evaluation of the project. The Project was reported through to the SMPCP's FVWG. This group assist in providing feedback on training needs, implementation processes and feedback on the effectiveness of interventions.</p> <p>The reference group engaged a digital design provider and developed the story board sequence for the module with specific themes, data and information that should be included. The reference group also reviewed the content, design and functionality of the eLearning module and explored consultation strategies and evaluation methods. Participated councils have planned to roll out the e-module during 16 days of Activism campaign in November.</p>
<b>Measures/indicators (Consider evaluation methods/tools/timelines/responsibilities)</b>	<p>An online survey was created and distributed via the reference group seeking feedback regarding the course content, ease of use, and participant's experience with the interactive aspects of the module. Thirty five responses received, with 60% female and 40% male participants responded. The respondents comprised of 63% staff, 29% team leaders and 9% managers. Positive feedback received and participants agree that</p> <ul style="list-style-type: none"> <li>• <i>'The course content clarifies the links between gender inequality and family violence in a way that is easy to understand'</i></li> <li>• <i>'The use of multimedia options was a really engaging way of conveying information'</i></li> </ul> <p>A formal evaluation of the impact that the module has on generating organisational change will be conducted once the module is roll out in</p>

	November. The learnings, achievements and challenges with others will be share through publication and case studies.
<b>What was achieved? (Consider whether results were benefits for clients and/or for service providers and/or for the system)</b>	The e-module training module project has generated a number of key achievements. This includes strengthened partnerships between all project partners, created a platform to advocate to senior leadership to incorporate prevention of family violence work into Council business. The engagement been advantageous as these teams are in an optimal position to ensure that the module is embedded across the organisation. Furthermore, the e-module has raised opportunities for its application to settings outside of local government including neighbourhood houses, community facilities and community grants programs.
<b>What is the status and sustainability?</b>	The next steps -Executive Leadership team to roll out within their organisation. External media promotions via social and mainstream media will be included in the communication strategy. It is anticipated that the e-module will be freely available for use by other Councils via the Municipal Association of Victoria, Council's and SMPCP's websites, and promoted through the partnership networks. The E-learning module is compatible with councils and community health services existing E-learning systems. The project's evaluation will provide useful information on implementing the E-learning module in various settings.
<b>What was the specific role of the PCP?</b>	The reference group was formed as a sub-working group of the SMPCP FVWG. PCP has offered a strong partnership platform where SMPCP FVWG has been effective in delivering a wide range of prevention programs including an innovative social marketing campaign (16 Days of Activism Against Gender Violence) and the introduction of a pilot project based around bystander intervention in three local high schools across the catchment area. The partnership has demonstrated success in not only the delivery of impactful partnerships but also through developing the partnership itself. Evaluation of the partnership has shown increases in: knowledge regarding family violence, local services and prevention programs; as well as in the commitment of members in working together to prevent violence against women and their children.
<b>What lessons have you learnt?</b>	<ul style="list-style-type: none"> <li>• Allocate sufficient amount of time for several test runs to ensure the technical components work, the content flow and make sense.</li> <li>• Presenting the project to Councillors and leadership teams early in the development stage encouraged the ownership of the e-module.</li> <li>• Ensure that a comprehensive communications plan is in place that targets key stakeholders and sells the module as an important element of staff's professional development.</li> <li>• Ensure that the module is relatable and engaging by including real life experience rather than just a technical overview of key concepts relating to gender equality and family violence.</li> </ul>
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