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The potential for system level change

Addressing political and funding level factors to facilitate
health promotion and disease prevention evaluation

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19th September 2018

Australia Evaluation Society Conference, Launceston





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What are the system-level influences on health promotion evaluation?

And what can we do to overcome the system-level
challenges?



Health promotion and disease prevention



Go for 2&5
FRUIT & VEG

NATIONAL PARTNERSHIP
AGREEMENT ON
PREVENTIVE HEALTH



An agreement between

- the Commonwealth of Australia and
- the States and Territories, being:
 - the State of New South Wales;
 - the State of Vic
 - the State of Quee
 - the State of West
 - the State of Sout
 - the State of Tas
 - the Australian Ca
 - the Northern Terr



Mentally Healthy WA



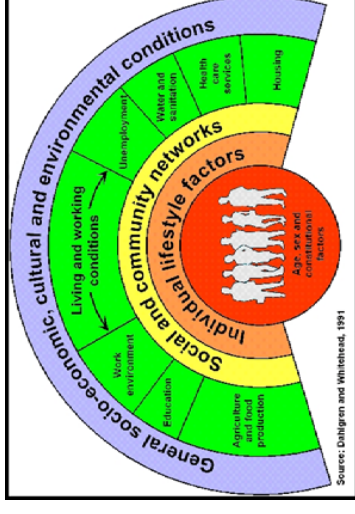
**CALL
DON'T
FALL**

Please press the call buzzer
and wait for the nurse!

Health Promotion
NSW



Australian
**HEALTH
PROMOTION**
Association



**Health
Promotion**



Health
Northern Sydney
Local Health District

MAKE SMOKING
HISTORY

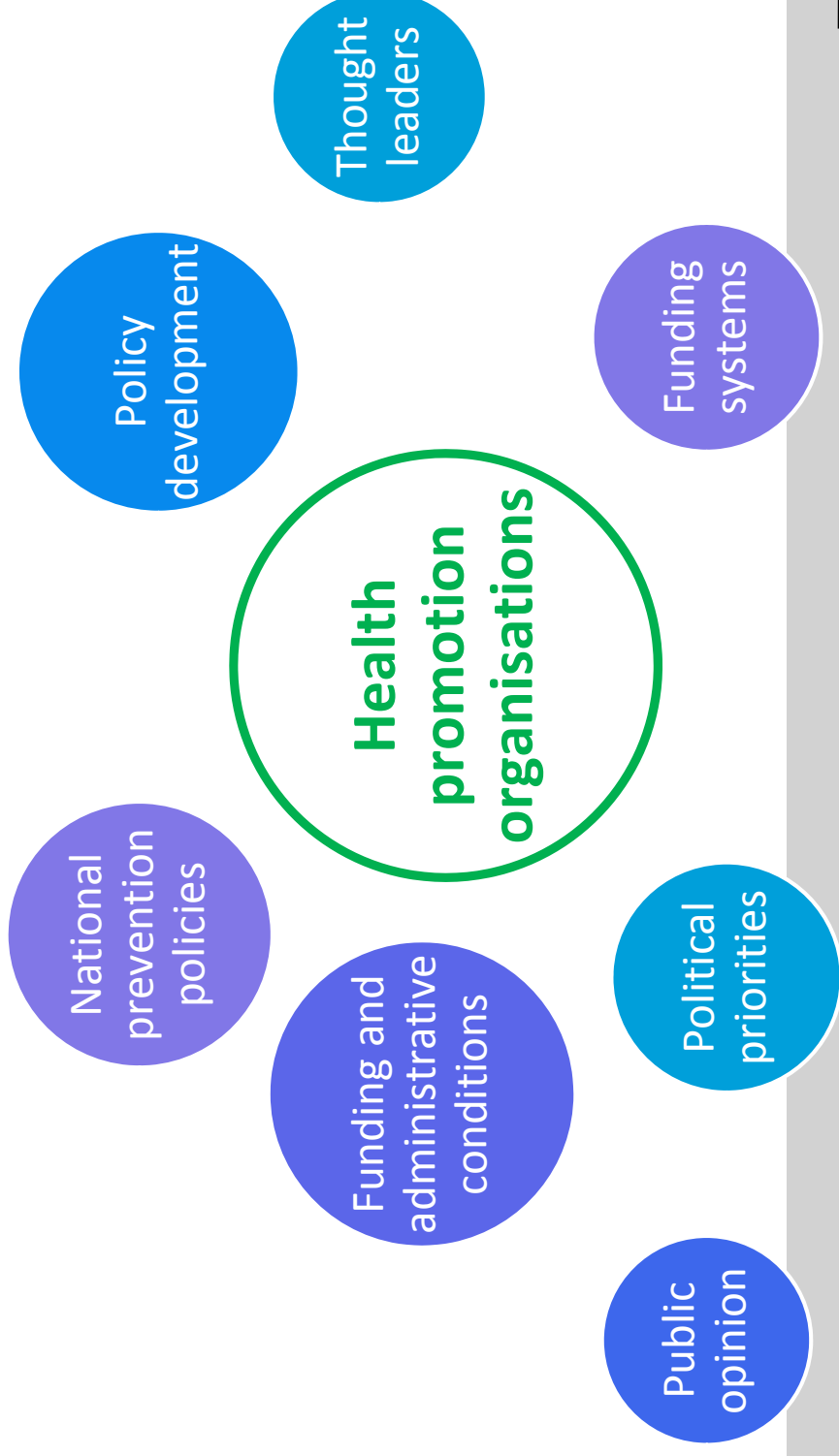


Women's Health
VICTORIA



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The Australian health promotion system



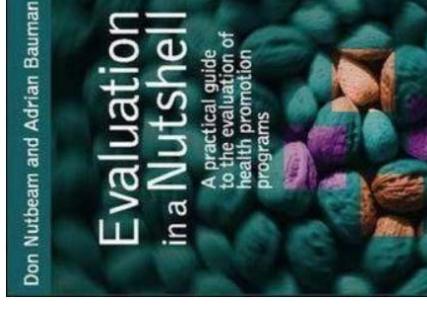
Evaluation in health promotion

Benefits

Evidence of impact and effectiveness
Enable accountability
Inform decision making

Program improvement
Skill development

Inform program planning
Contribute to the evidence base for prevention



Core Competencies for
Health Promotion Practitioners

Yet - still many challenges to conducting quality evaluation

Demand for ↑ evaluation capacity in health promotion

Realise the benefits:

- Evidence-based public health / policy
- Program effectiveness & sustainability
- Resource allocation
- Accountability

A framework for mandatory impact evaluation to ensure well informed public policy decisions

Andrew D Oxman, Arild Bjørndal, Francisco Becerra-Posada, Mark Gibson, Miguel Angel Gotlib, Carmen Hooker Odom, Haichao Lei, Ben Levin, Mark W Lipsey, Julia H Littell, Hassan Mshinda, Nelson Sewankambo, Francisco Songane, Haluk Soydan, Carole Torgerson, David Weisburd,

Lancet 2010; 375: 427–31

Health Promotion Journal of Australia, 2016, **27**, 184–186
http://dx.doi.org/10.1071/HEV27n3_ED2

Advancing evaluation practice in health promotion

Ben J. Smith^{A,E}, Chris Rissel^B, Trevor Shilton^C and Adrian Bauman^D

Journal of Public Health | Vol. 34, No. 1, pp. 151–155 | doi:10.1093/pubmed/ddd014

Cochrane Update

Strengthening evaluation to capture the breadth of public health practice: ideal vs. real

Tahna L. Pettman², Rebecca Armstrong^{1,2}, Jodie Doyle^{1,2}, Belinda Burford^{1,2}, Laurie M. Anderson², Tessa Hillgrove³, Nikki Honey³, Elizabeth Waters^{1,2}



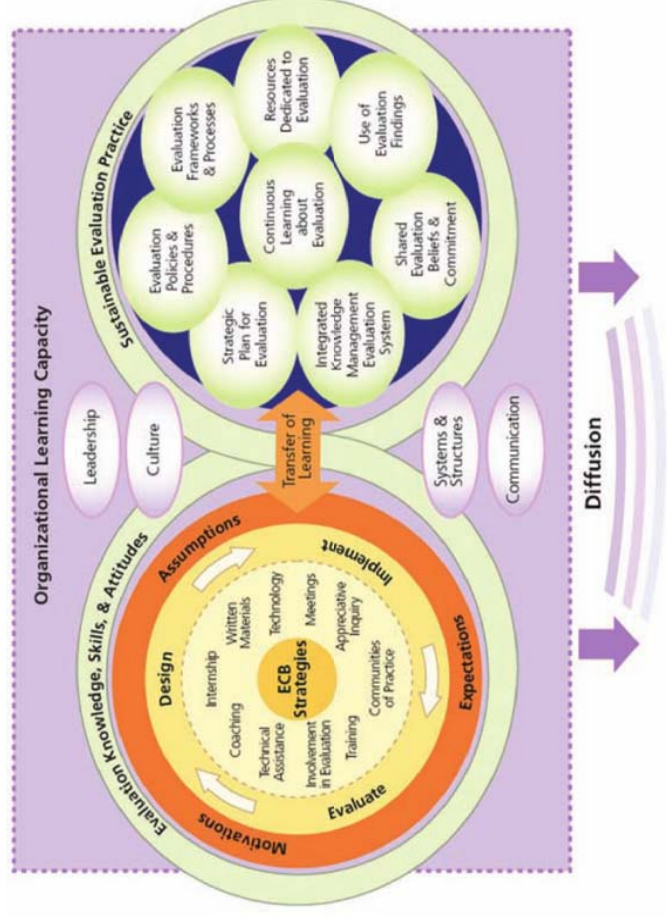
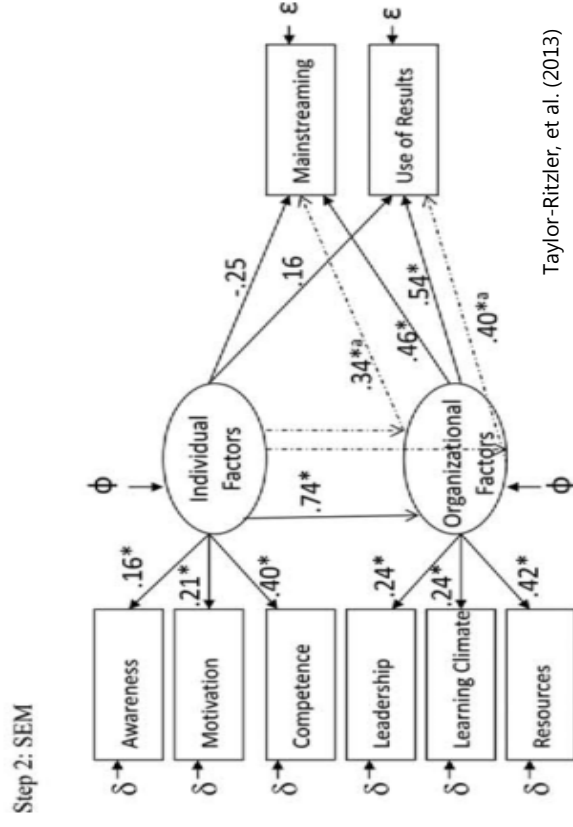
RESEARCH ARTICLE

Open Access

Challenges to evaluating complex interventions: a content analysis of published papers

Jessica Datta[†] and Mark Petticrew[†]

Determinants of evaluation practice and capacity



Preskill, H., & Boyle, S. (2008)

Determinants of health promotion evaluation

BARRIERS and FACILITATORS, THEORETICAL FRAMEWORKS

Individual (Eg. skills, knowledge, attitudes, beliefs)

Organisational (Eg. culture, leadership, support, structures, partnerships, time, tools, systems)

System-level (Eg. Funding-body requirements, policy and decision making)

Research aims

To determine strengths and limitations of evaluation practice in the health promotion field.

To identify the important factors that need to be addressed in capacity building strategies to improve evaluation quality.

Study design

National mixed-methods research project

Participating organisations:

Non-government n=74

Government agency n=42

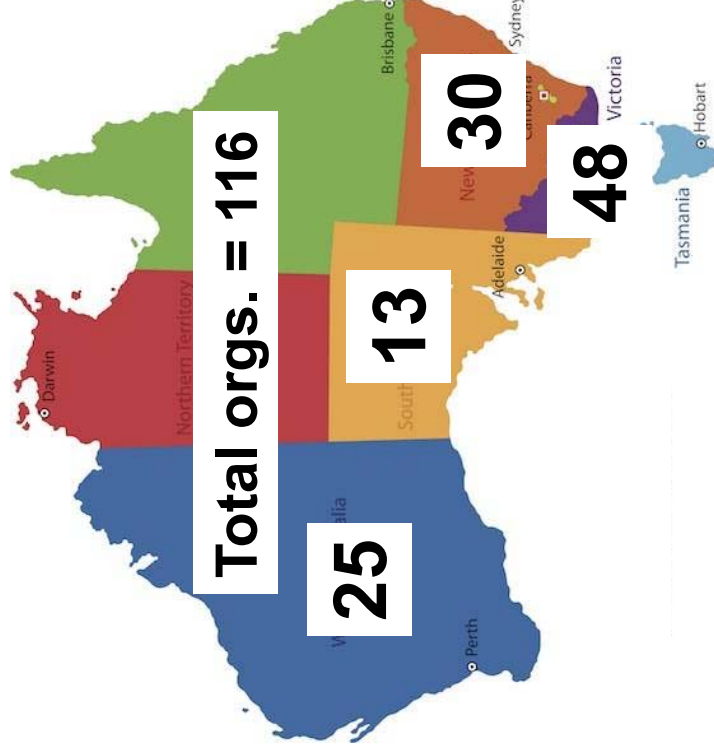
Eligibility:

Health promotion work

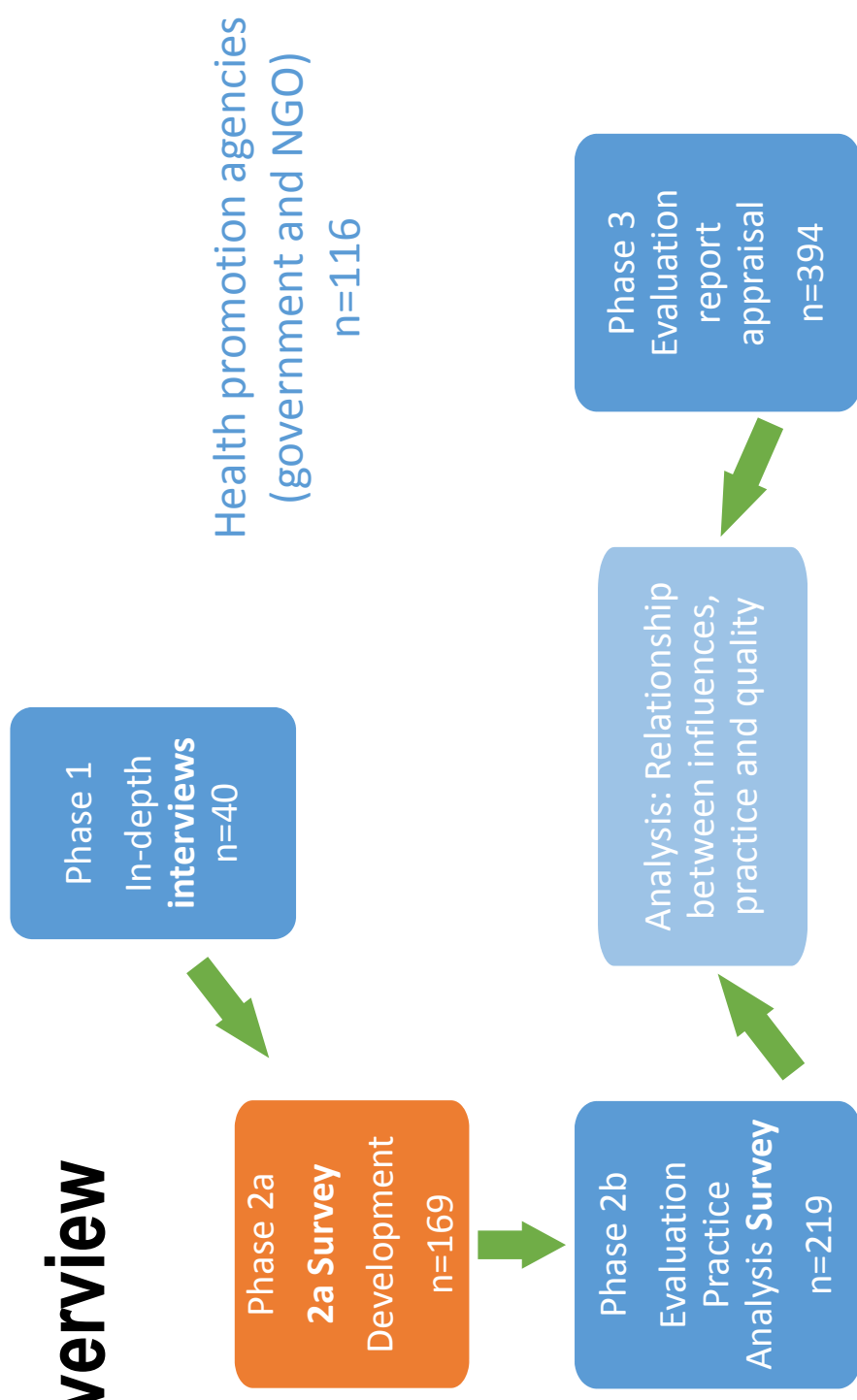
Annual budget \$300 000+

Staff 3+ Full time equivalent

Experience 5+ years



Methods overview



Interviews

What influences evaluation practice and use in Australian health promotion and prevention agencies?

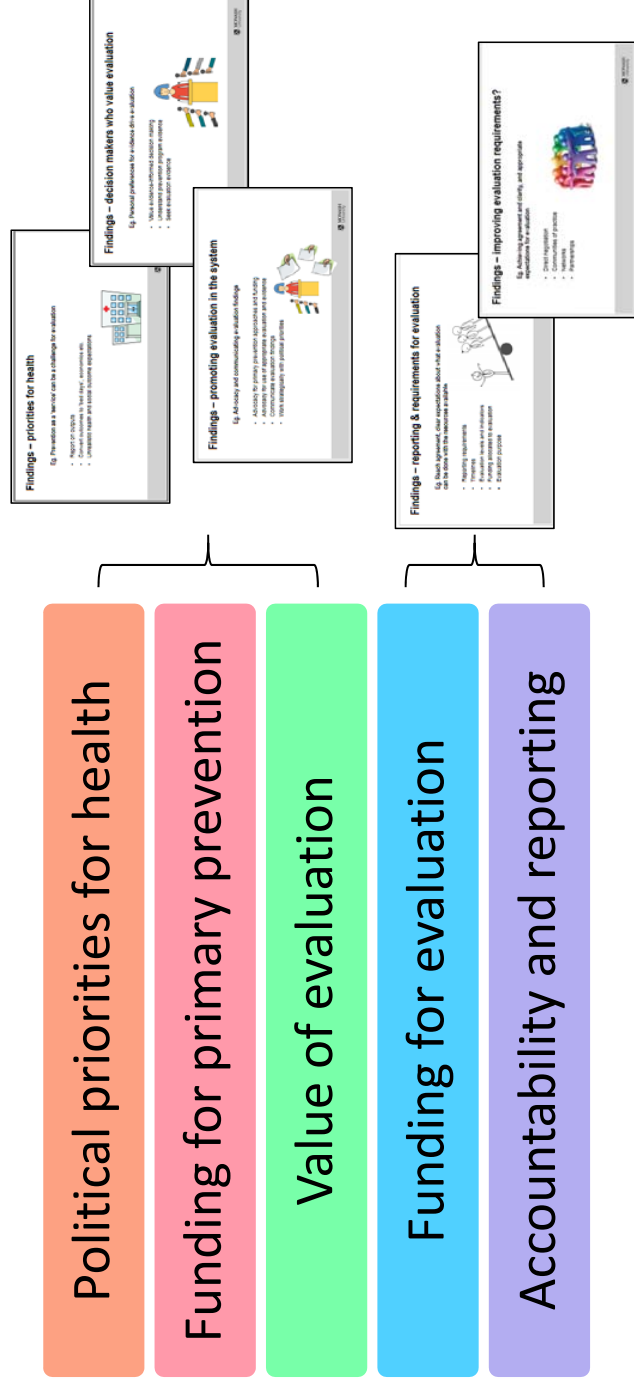
Participants:

40 experienced health promotion practitioners
Range of roles (practitioners, managers, CEOs)
Prevention / health promotion fields
Government and NGOs
4 Australian States



Interview findings – system level

System level factors that influence prevention program evaluation



Thank you

The Australian prevention and health promotion sector
participants and supporters of the project

PhD Supervisors

Associate Prof Ben Smith, Prof Adrian Bauman, Prof Belinda Gabbe

Investigators

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Prof Adrian Bauman (University of Sydney)
Prof Chris Rissel (NSW Ministry of Health)
Prof Trevor Shilton (National Heart Foundation, WA)

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ARC Discovery grant



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