

THE FAIRFIELD STATE OF COMMUNITY REPORT

(The social determinants of health)



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Pairs exercise

- You work in a small metropolitan Council with a community development team consisting of an aged worker, youth worker, multicultural worker and team leader. There are a series of drink driving related car accidents in your community.

- Which team member would you allocate to deal with this issue?

(Discuss with the person sitting next to you)

Overview of presentation

This presentation is about:

- The tensions between ‘passion’ and ‘evidence based’ priority setting in social planning
- Our journey from a ‘target group’ to an ‘issues based’ planning approach
- How an ‘outcomes’ social planning model works
- The importance of having a clear strategic intent
- Our leadership approach to change management

Our previous model

- City and suburb profiles; and
- Target group issues papers – each with actions
 - Some prepared by community workers
 - Written and owned by target group workers



The 'Outcomes' model

- City Outcomes Dept (Tony):
 - Develop vision
 - City Indicators
 - Identify priorities
 - Negotiate actions – Management Plan / Budget
- City Services Dept (Deb):
 - Community development
 - Cultural development
 - Youth services
 - Family and children's services

Getting the process underway

- Steering committee established
- Stakeholder interviews (1 on 1) – internal and external users of the previous plan
 - What their previous involvement had been
 - What had worked well (and not so well)
 - Their social planning information needs
 - What information products they would find useful



Findings – stakeholder interviews

- Most useful aspect: demographic profile & needs identification
- The community / community sector had been over-consulted
- Desire to widen focus from target groups to issues and places

Findings – stakeholder interviews

- Existing plan was not used by Govt Departments in their planning / budget processes
- Plan represented the loudest voices – not about absolute or relative need
- No way on measuring our success / improvements



Developing the model

- Background paper prepared
 - Findings of 1-1 interviews
 - 4 proposed models
- Workshop to choose the model
 - Develop strategic intent
 - Select model
- Developed a project brief



Our strategic intent

- Moving from a 'target group' approach to 'issues' and 'places'
- Move to an 'outcomes' approach
- Better integration into FCC's Management Planning / budget processes
- Influencing community NGO's / State Govt planning and budget processes

Products:

- City wide indicators document (*The Fairfield State of Community Report*)
 - Hard copy
 - Internet / intranet
 - CD Rom
- City and suburb profiles
 - Hard copy
 - Internet / intranet
 - CD Rom



The Solid Facts: The Social Determinants of Health

- Social gradient
- Stress
- Early life
- Social exclusion
- Work
- Unemployment
- Social Support
- Addiction
- Food
- Transport



Indicators:

- Area based
- Available
- Valid
- Reliable
- Relevant
- Legible
- Telling
- Hard data:
 - Census
 - Other sources
- Case studies
 - One off studies
 - Context



SoCR – traffic light indicators

 **Cause for concern**

 **Caution**

 **Going well**



- Cause for concern
- Caution
- Going well

PROBLEM GAMBLING

- No of adults / gaming machine:
 - Fairfield 34
 - Holroyd 49
 - NSW 46
- Average gaming expenditure per adult:
 - Fairfield \$1,915
 - Holroyd \$1,160
 - NSW \$906



- Action required
- Cause for concern
- Going well

POST SCHOOL QUALIFICATIONS

- Fairfield:
19.7% (1996) to 23.1% (2001)
- Sydney:
33.3%(1996) and 38.7%(2001)



- Action required
- Cause for concern
- Going well

NEIGHBOURLINESS

- 81% said Fairfield is a good place to live
- 88% believed their neighbours would help them in an emergency
- 84% said they felt that they belonged in their neighbourhood
- 77% said their neighbourhood was a safe place
- 83% said that their friendships and associations meant a lot to them

How does the model work?

Eg. Access to computers

- Need for project – indicator
- Service mapping
- Stakeholder workshop – barriers and opportunities
- Develop an action plan
- Ongoing working party
- Implementation in FCC Management Plan

How we promoted the model

- Formal launch
- Media coverage
- Presentations to over 30 networks, organisations and teams



NGO implementation

- Facilitated annual planning processes for five local organisations
- Will audit plans / survey NGO's after one year to determine impact



Council implementation

- Formal presentation to Council
- Presentations to four business units (business planning processes)
- Management Plan
 - Staff workshops
 - Exec Management Team
 - Senior Officers Group
 - Councillor Management Plan Workshop

Evaluation

- Six month reflection lunch (Aug 2004)
 - Improved documentation
 - Journal articles
- One year review (Feb 2005)
 - Survey
 - Interviews (case studies)



Evaluation process

- Methodology
 - On line survey using www.zoomerang.com (10 days no more than 100 responses)
 - Paper survey
 - Case studies (interviews)



Evaluation process

- Methodology
 - On line survey using www.zoomerang.com (10 days no more than 100 responses) 80 responses
 - Paper survey 30 responses
 - Case studies (interviews) 16 people



On line survey - findings

- High awareness of SoCR
 - 97% awareness
- Extensive use
 - Demographics 84%
 - Identifying needs 55%
 - Submission writing 52%
 - Business planning 35%
- Website savvy
 - 71% website
 - 10% CD Rom
 - 37% printed copy

On line survey - findings

- Very user friendly:
 - 65% rated as useful - referred to when necessary
 - Further 29% very useful - frequently referred to
- High levels of awareness on key SoCR issues
 - Employment rates 74%
 - Poverty 59%
 - Computer access 38%
 - Problem Gambling 32%

Other people's journeys

- Aged & disability worker
 - Where do disabilities fit?
 - Social determinants / impacts for disabled people
- Local MRC Coordinator
 - Attack Council's employment record
 - GROW Employment Taskforce
- Recreation worker – impact of problem gambling
 - Media coverage
 - Created partnerships

My journey to 'datahead'

- Lots data “quotes”
- Added authority in Council Reports
- Developed City Indicators document (11 vision statements)
- Too far – Councillor reaction

Discussion – the role of passion

- Passion / loudest voice v. evidence based priority setting
- Eg 'Material Aid Meeting' compared to 'Access to Computers Project'
- Where do you stand?

Discussion - Leadership

- Controlling v. facilitating
- Taking others with you on your journey
- Risk taking
- How have you balanced these two in your work?

Discussion – strategic intent

- Being clear about what you want to achieve
- Structuring your process to match your intent
- What are some of the strategic intentions you have for your social plan(ning) processes?



Questions

