

Notes on Advice Provided during Performance Reporting Workshops

Indicator 1 (and by default 5&6)

Q: All our activities are Health promotion and evidence based. What do we include under Indicator 1 as we have a lot of activities?

A: Everything unless it fits under a different indicator. Do not double count. If an activity fits under priority populations (e.g. youth activities, pregnant women, put them under indicator 5. Or if the activities are about extending your reach into populations you don't typically work with they go under indicator 6)

Q: Due to pandemic restrictions, social media activities are the only way we can reach communities outside of our organisation's usual catchment. These activities will also reach usual users. Should be still put this under indicator 6?

A: Yes – if the main purpose is to communicate with individuals outside your usual region. You can explain in the free text box that this will also have captured 'local' clients

Q: How do we assess social media. This is going to be most of our work going forward? What about reach?

A: NBPU will provide some further training around this in soon to support teams going forward with this work. In the meantime, please use the data that is available from Facebook (ego Audience and Page Insights, likes, followers etc). If you cannot disaggregate reach and know that this work is taking you beyond your usual client group, then report under 6 and explain in the free text box that this will also have captured 'local' clients. You might want to think and plan for how you can target certain groups in your social media work. As with social marketing, one way to try and get a better picture of the impact and reach of messages would be to survey people in and outside of your boundaries. This will give another indicator of how people are engaging with your messaging. So is the messaging and branding recognised, is the message understood, what is the response to your call to action. This can also inform your work going forward.

Q: What do we do when we have a TV campaign that will be going out beyond our region? We cannot get disaggregated data from TV companies to see where viewers are located – we have tried but it does not seem to be possible. You Tube clips are similar

A: If you are targeting a specific population then the data goes under indicator 5. If it is a local community radio etc, clearly goes under Indicator 1. A broader media reach such as national station, or station that goes beyond your boundaries should be reported under 6 as your reach is extending out, even if we don't know by how much. Explain the difficulties of the figures in the challenges and mitigation section. Ideally, we would like to see disaggregated figures, but if you are really not able to get this from the media companies who are showing your ads, then this would be the preferred solution. One way to try and get a better picture of the impact and reach of messages would be to survey people in and outside of your boundaries. This will give an indicator of how people are engaging. So is the messaging and branding recognised, is the message understood, what is the response to your call to action. This can also inform your work going forward.

Q: We do a lot of events with partners – we collaborate in organising events and provide some financial input where do we record this?

A: Under indicator 1, there is an item in the dropdown box called "Community engagement (incl. event attended/supported) " - these events can be recorded here.

Q: We have partnered with other TIS teams. They use our resources do we report their reach in our figures as going beyond our usual catchment?

A: You should both report the partnership entered into and can describe how it works under case study/success story, including what you are sharing etc. In terms of any resource developed by one team then used by a partner team, the developer only reports reach etc for the occasions when they have used the resource (i.e. with their communities) – they do not report the number of people reached etc when the resource is used by the partner since the partner org should be reporting this, not them.

Indicator 2

Q: Do we include all our partnerships and collaborations, formal (MOU) and informal? Does it include schools?

A: Yes – include everything, formal and informal. Includes schools, AMSs, ACCHOs and other orgs. Partners are any organisation you work with on events, activity etc (ongoing). It is important to be able to show maintenance of partnerships as well as bringing on new partners over the past 6 months. First Q about how many orgs have you partnered with includes all ongoing partnerships. Second Q is focused on new partnerships developed over the current reporting period (so you may have partnered on an activity during this time period or have started to plan/work together for a future activity).

Q: Who are community leaders?

A: This should be defined locally, but in essence includes anyone with influence in a specific community. So, this might be Elders, ambassadors, CEOs of organisations, young people who have done leadership courses etc. Note that for this question community leaders should not be double counted – so if you have already noted a partnership with an org under column 4 for example, don't also count the CEO separately under column 6 as this column refers to partnering with a leader as an individual, not as part of an org. (IUHI also talked about TIS workers as people of influence/leaders in this area, which is a fair point, but we suggested this is better captured under Indicator 3 as described below)

Q: How do we make sure we are not double counting under the list of targeted partnership? For example, if one partnership is both increasing our reach outside our usual geographical area and increasing reach to pregnant mothers?

A: If approach to a single organisation has indeed allowed increase to reach for several targets that organisation should be counted under each target. This will not be double counting as the responses to each question will be treated separately. There is no intention to sum these numbers.

Indicator 3

Q: Can you explain why CIRCA might expect to see the Quitline referrals go down?

A: May sound counter intuitive at first, however the purpose of this indicator is to focus on capacity building for access to quit. As a part of your population health promotion activities you will be facilitating training for others - in your organisation and elsewhere across your region – to ensure healthcare professionals are undertaking appropriate brief intervention with clients and making referrals to other services including Quitline. This should mean that as other workers take on the role of referrer, you will not need to make so many direct referrals yourselves. So, the expectation is that overall referrals to Quitline will increase, but your team's referrals are likely to either reduce or stay the same. We certainly don't expect them to increase a great deal, as this would suggest you are focusing more on

individual level health promotion than population health promotion activities. CIRCA will be accessing Quitline data directly so will be able to track these wider changes over time. We recognise that for some teams making referrals at big community events is an important part of their practice. We are not suggesting that this activity should stop, simply highlighting that there is no expectation that your team's referrals to Quitline should increase.

Q: Will the evaluation be able to look at PBS data so as to track increases in uptake of NRT? If our population health promotion activities are working and more people are being referred, we would also expect to see more people accessing NRT to support quitting.

A: This is something ANU plans to look at. They have permission to access the data and are currently exploring how this analysis might look. For example, they might be able to track prescribing changes at the regional level, but only if the data is good enough. Otherwise it might only be possible to provide this story of change at a broader level, for example by State or territory, or by urban/regional/remote.

Q: Who do we include in our organisation figures? We work as a consortium so should it include all of the consortium?

A: all of the consortium otherwise there are workers funded by TIS program who will never be counted in the evaluation. The focus is on TIS workers and building capacity with anyone in the organisations who are part of your program. The case study/success story section would be a good place to provide details around how you are building capacity and leadership in TIS through employing local people.

Indicator 4

Q: How much of a driver is this issue and what is our role? It can be tricky to get orgs to engage with this. Even if you support an org to develop a policy, workers won't necessarily follow the policy.

A: This is an important activity. For example, the NC TIS has raised the issue a number of times about teams contacting ORIC registered orgs to offer support to develop/revise smoke free policies. However, there is no expectation that you will be policing these policies – your role (from Health Promo perspective) is to support the orgs to make a change. It is recognised that this can be a challenge and there has been some discussion with TC around including a higher-level input via ORIC directly to complement this work. The PR also places your own organisational policies at the top of the agenda as it is recognised that it is important for TIS funded orgs to be setting the example (see first Q under Indicator 4).

AH&MRC A-trac tool could be promoted to teams struggling in this area as a starting point for conversations. We have link to the files on TISRIC: https://tacklingsmoking.org.au/key-resources/resources/24242/?title=Aboriginal%20tobacco%20resistance%20tool%20kit&contentid=24242_1

General Questions

Q: Has the spell checker been fixed as well as the other formatting issues?

A: Yes – our understanding is that all formatting problems including the spell check have been fixed.

Q: Because of covid19 we have one activity that goes across several indicators. For example, WNT activity on social media saw us increase our reach to new people, but also

saw community members take a pledge and our follow up showed they had put actions in place. Can we report this across indicators?

A: It is good practice to be outcomes driven and to do activities which hit different outcomes and targets, so we expect to see a lot of this. You should be able to disaggregate some of this information – e.g. reach measured by new followers, number of pledges for smoke free homes (unvalidated), number of smoke free spaces put in place. If you can do that you can report across indicators. But don't just repeat the same numbers in several places.

Q: Should we describe the financial impact of COVID19 in our reports

A: Yes, this kind of context and discussion is helpful. You can describe this in the challenges section, and perhaps use this as an opportunity to reflect on how else the money can be used. DoH are anticipating some underspend because of the impact of the pandemic and will be undertaking a specific project around this to support teams. Please look out for further advice from your FAM. NBPU can provide individual advice and support to teams to address this underspend.

Q: What do we do about activities we planned but couldn't carry out

A: It is important to discuss what you did achieve in this period (such as planning for an activity) then explain why it could not be completed and how you have addressed this. Again, this maybe something for the challenges and mitigation section. We anticipate this section of each indicator will be used extensively during this reporting period.

Q: Do we include attachments with the draft report for NBPU?

A: Yes – include everything as it is useful for us to see context of your report and activities

Q: Will there be a mid-point report from the evaluation team as there was last time?

A: We are doing a mid-term evaluation. We're working on the analysis and report now, and it should be all done by end of November. My understanding is that this report will be made available to all TIS stakeholders, but that's pending DOH approval

Q: Should we update our AWP?

A: This is not mandatory, but it would be good practice to use this time look at the AWP and review and revise those activities which are not possible at the moment. You might want to change timelines for example. There may also be additional activities you have introduced in response to the pandemic restrictions. Again, it would be good practice to update this as the AWP is a living document. DoH deliberately did not ask for a revised AWP as they did not want to add to your burden at what was already recognised to be a challenging time. It was also not clear in March just what impact (or for how long) COVID19 would have. It is now clear that the impact of the pandemic on in-person activities is likely to continue for some time, especially for certain communities. As you reflect on your activities over the first six months of the year to produce your performance report, you might decide it would be helpful to update the AWP or producing an interim AWP (depending on what suits your circumstances). You can then lodge this with your FAM or include as an appendix to the performance report.

Q: Who from NBPU reviews our draft reports

A: To ensure a comprehensive review, draft reports are reviewed by your project officer and by Penney (NBPU research and knowledge officer).

Q: In the presentation you note that CIRCA are planning on updating the template. How different will it be? We have set up our data collection processes to capture the data detailed in this template. Will we have to change it?

A: We do not expect the indicators to change. Nor do we expect the data that underlies those indicators to change. We expect that any updated template will allow teams to report this data more accurately and more easily. So, we envisage a more accessible template.

Q: Can we have a best practice activity work plan in the future?

A: Yes, this should be possible, and we will work towards providing this once the new template has been developed.