

PHCA3004: Health Planning and Evaluation

Assignment 3: Evaluation Plan (20%)

Background

Primary Health Networks were established in July 2015, with the objectives of increasing the efficiency and effectiveness of medical services for patients, particularly those at risk of poor health outcomes, and to improve coordination of care to ensure patients receive the right care in the right place at the right time. PHNs aim to achieve these objectives on the basis of an understanding of the health care needs of their communities through analysis and planning. In order to achieve these objectives, they must identify the available services and help to address service gaps, while getting value for money.

Assignment One required you to undertake a needs analysis to identify the key health needs in one of the selected areas below:

- Victoria Park
- Kalamunda
- Wanneroo
- Armadale

Assignment Two required you to prepare a project plan to implement a community-based health care initiative in your selected area, to improve the identified health needs of community.

Instructions

Based on the health needs identified in the Needs Analysis in Assignment One and your Project Plan in Assignment Two, as part of your role with the PHN, you are required to develop an Evaluation Plan. This plan will be used to measure the success of your community-based health care initiative and determine if/how it met and improved identified health needs in your area. Your Evaluation Plan is to include the sections outlined below:

Section		Details	Words	Mark
1	Introduction	i. Provide a brief background to your community-based health care initiative (e.g. objectives, key stakeholders, etc.) ii. Provide a brief rationale for your evaluation plan (e.g. why it is important, what is the value, what will it contribute to the planning cycle, etc.)	300	2
2	Overview	i. Outline the purpose of your evaluation	250	6

		<p>and what you are aiming to achieve</p> <p>ii. Identify the members of your evaluation advisory panel and explain why they are important, considering:</p> <ul style="list-style-type: none"> - Who is commissioning/funding the evaluation (e.g. Department of Health) - Who is contributing advice or perspectives (e.g. clinicians, consumers, etc.) - Who is conducting the evaluation (e.g. Curtin University) 		
3	Objectives	Outline three SMART objectives specific to the <u>evaluation</u> of your community-based health care initiative	300	3
4	Methodology	<p>Provide details of your evaluation design and methodology to explain how you will go about conducting your evaluation, considering:</p> <ul style="list-style-type: none"> - Study design (e.g. what is your overall approach) - Measures (e.g. qualitative and/or quantitative) - Data collection methods and tools (what tasks need to be completed, when should tasks be undertaken, what resources are required) - Strengths (e.g. what are the benefits of your approach) - Weaknesses (e.g., what are some of the downfalls to your approach) 	350	8
5	Dissemination	How will your results be shared and communicated? Who will receive a copy of your evaluation report?	150	1
			1350	20