

Women's Health West's Integrated Health Promotion Plan



Consultant brief to lead Women's Health West's planning consultations

Women's Health West seeks a consultant to design and deliver a consultation process to inform the development of Women's Health West's four year integrated health promotion (IHP) plan 2017-2021. Consultation will be undertaken with communities of interest and will include the design, delivery and analysis of a survey and three workshops.

Background

Women's Health West is the regional women's health service for Melbourne's west. Women's Health West actively contributes to the health, safety and wellbeing of women in our region, through a combination of direct service delivery, research, health promotion, community development, capacity building, group work and advocacy. Our strategy, advocacy and community engagement (SACE) stream offers a range of programs and projects to increase gender equity for women and girls across the three key priority areas of prevention of men's violence against women, sexual and reproductive health, and mental health and wellbeing.

Women's Health West's Strategic Plan 2015-2020 and its vision, mission and goals inform our integrated health promotion plan. Women's Health West's vision is 'equity and justice for women in the west.' We aim to achieve this through our mission of 'working together for change – by supporting women and their children to lead safe and healthy lives, and changing the conditions that cause and maintain inequity and injustice.' Our strategic plan sets out five goals, one of which is to 'undertake health promotion and primary prevention actions to redress gender inequity and improve the health, safety and wellbeing of women, young people and children.'

Women's Health West's health promotion work is predominantly funded by the Department of Health and Human Services' Victorian Women's Health Program, and works at a systems level and through direct project work with women, girls, and their communities. Our system change work involves influencing, advising and working with government, the community and health sectors to effectively respond to women's health needs, as well as leading two regional partnerships and action plans to prevent violence against women (known as *Preventing Violence Together*) and promote sexual and reproductive health (known as *Action for Equity*). Our direct project work involves strong partnerships and collaboration with women and communities in the co-design of health promotion programs and initiatives.

Women's Health West's integrated health promotion work is strategically aligned with, and leverages off, federal, state and local policies. This approach ensures that our integrated health promotion plan supports the current policy agenda and that our programs are tailored to the unique characteristics and demographics of Melbourne's west.

The priority areas that will continue to guide Women's Health West's IHP work over the next four years are: prevention of violence against women; sexual and reproductive health; and mental health and wellbeing.

The consultant is required to design and implement a consultation process with communities of interest that reflects Women's Health West's work across the three health promotion priority areas at a systems level, and through direct project work with women, girls, and their communities.

Project aims and objectives

The aim of this consultation is to provide communities of interest with opportunities to provide input into Women's Health West's IHP work for the purpose of informing the development of Women's Health West's 2017 – 2021 IHP plan.

The objectives of the consultancy are:

- Undertake consultation with communities of interest, including the design and delivery.
- Provide an analysis and write up of consultations to inform the development of Women's Health West's four year IHP plan.

Methodology

The purpose of the consultation process is to identify and inform future directions for Women's Health West's IHP work for the next four years. This will include reflecting on Women's Health West's current IHP work, and exploring strategic directions for future IHP work.

There are two methods of consultation: a survey and a series of workshops with communities of interest.

The survey will need to be designed and delivered via an online survey using Survey Monkey. The survey will need to be designed to be completed in 10-15 minutes.

The series of workshops will be conducted with the following communities of interest:

- Leadership staff from Women's Health West's SACE stream;
- External service partners, funding bodies, and members of partnerships led by Women's Health West; and
- Women's Health West's SACE stream.

The three workshops should be designed to be half-day/four hour workshops.

To inform the consultations, a background paper will need to be developed and disseminated to the above communities of interest. (A draft background paper has already been developed and the consultant will need to adapt this further prior to dissemination.)

Deliverables, timelines and budget

The key deliverables associated with this consultancy include:

1. Undertake consultation with communities of interest, including:

- i. An online survey
 - ii. Three workshops with identified communities of interest
2. Two meetings with relevant Women’s Health West staff.
 3. A background paper to inform workshop consultations.
 4. Final report, including analysis and outcomes from the survey and workshop consultations.

Tasks	Who	When
Recruit consultant	WHW	8 – 12 May
Develop memorandum of understanding	WHW	15 – 16 May
Meeting with WHW staff (including setting three workshop dates)	Consultant and WHW staff	18 May
Detailed plan for: i) survey and ii) workshops and background paper	Consultant	22 – 26 May
Undertake survey and workshop consultations	Consultant	5 – 21 June
Develop and submit final report	Consultant	22 - 30 June
Meeting with WHW staff	Consultant and WHW staff	6 July

A total budget of \$10,000 plus GST is available to undertake this project. This fee includes the development and delivery of the key deliverables, as previously noted. It is also inclusive of administration, editing support, and travel costs. Payment will be made over three instalments.

Personnel

The consultant, in partnership with WHW’s SACE staff, will develop the workshop and accompanying materials. This will primarily include the Gender Equity Manager, Director of SACE and SACE Team Leaders. The key contact for this project will be the Gender Equity Manager.

Application process

Written applications marked confidential with a one to two page overview detailing the approach the consultant will undertake for this project, your current CV, project timeline, a budget totalling \$10,000 detailing itemised costs per deliverable, examples of recent written work, and two referees to be submitted to the Gender Equity Manager, Louise Sadler, on louise@whwest.org.au by 5pm on Friday 5 May 2017.

Further information

For queries about the project, please contact the Gender Equity Manager, Louise Sadler on louise@whwest.org.au or (03) 9689 9588 (work days are Monday to Thursday).